MODERN PACKAGING



Vol. 2, No. 3 New York November, 1928

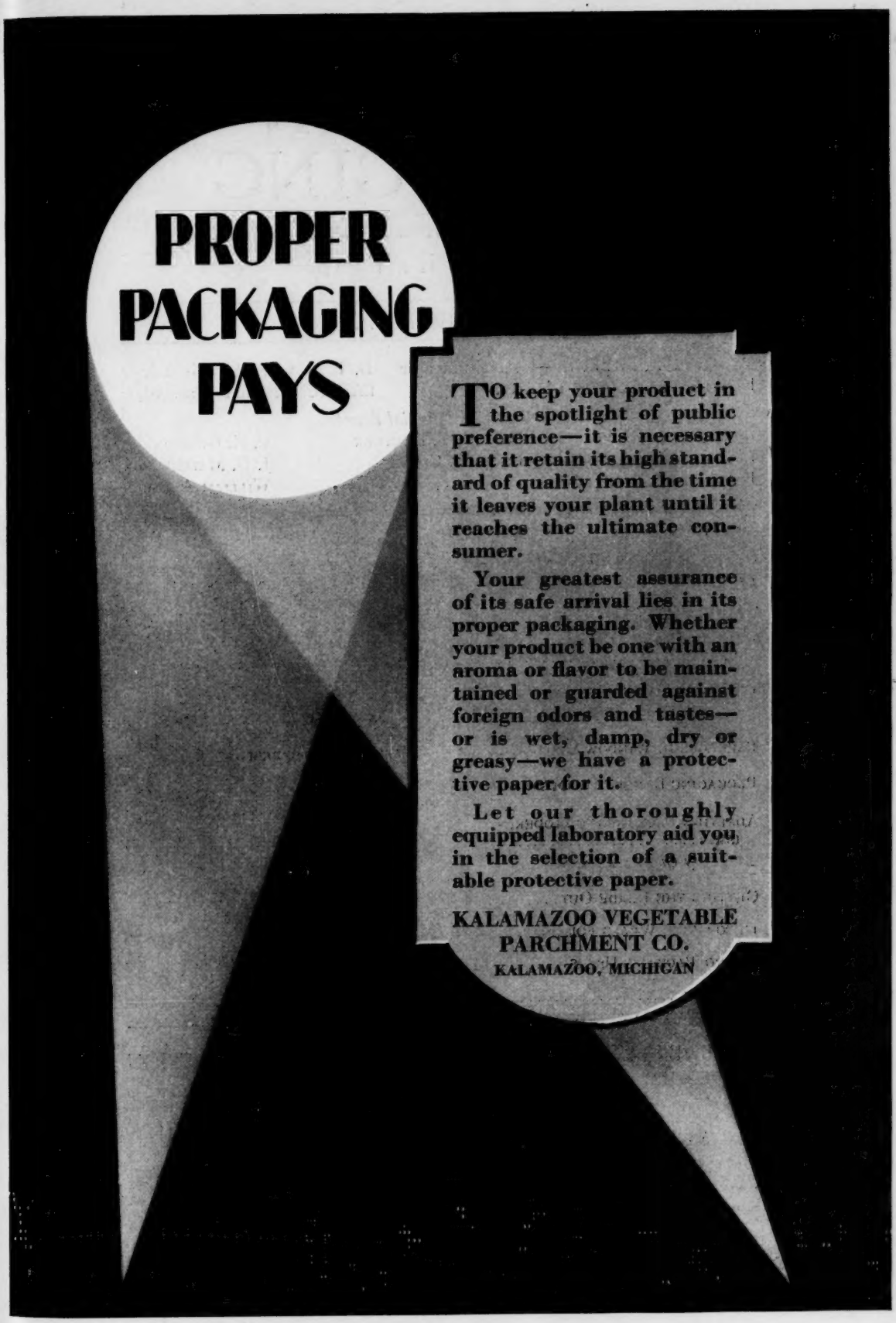
The Last Word In Packaging!



An age old household necessity, carried to millions of users in the box which means, at the first glance, the apex of cleanliness and convenience. We create and produce similar cartons for varied products in quantities now nearly approaching the billion mark.

FORT ORANGE PAPER COMPANY

Castleton-on-Hudson
New York


PROPER
PACKAGING
PAYS
TO keep your product in the spotlight of public preference—it is necessary that it retain its high standard of quality from the time it leaves your plant until it reaches the ultimate consumer.
Your greatest assurance of its safe arrival lies in its proper packaging. Whether your product be one with an aroma or flavor to be maintained or guarded against foreign odors and tastes—or is wet, damp, dry or greasy—we have a protective paper for it.
Let our thoroughly equipped laboratory aid you in the selection of a suitable protective paper.
KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 2 NOVEMBER, 1928 No. 3

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WHEN THE INSPECTOR PASSES

40,000 CARTONS PER DAY FROM ONE OPERATOR



HIS THREE FORMING MACHINES MUST BE RIGHT!

THE SAVING IN THE FIRST COST

of these flat "Brightwood" carton sheets is ample to pay the operator's wages. Send for full details of the story—

"A Better Package for Less Money."

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

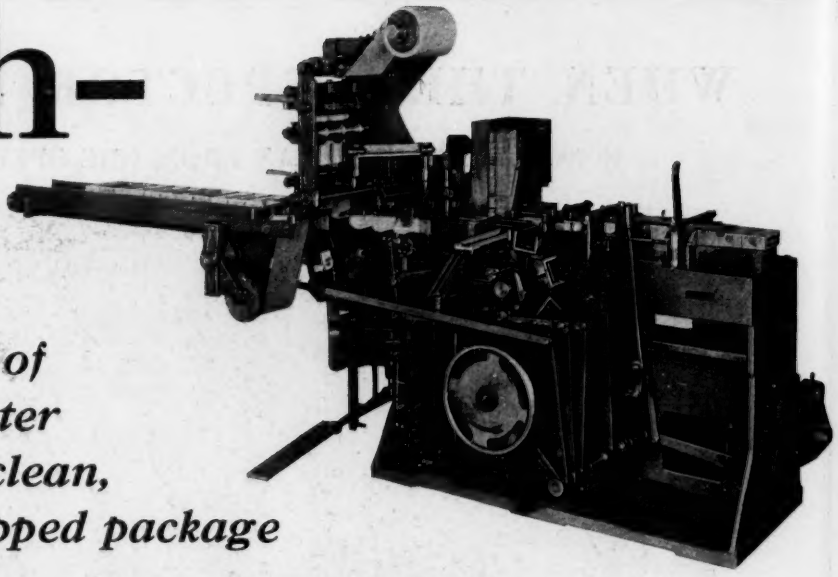
181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.

"NATIONAL"

PACKAGING MACHINERY

feeds. forms & dates. lines. weighs & fills. seals. wraps & hermetically seals cartons

Fish-



not from the hand of the huckster but in a clean, wax-wrapped package

GORTON'S codfish in one pound packages comes to the user in a clean, protected package, far more desirable from the standpoint of protection during all the handling of distribution, far more economical for the producer.

The Redington Type 12 machine which was built for the Gorton-Pew Fisheries Co., Ltd., of Gloucester, Mass., wraps a one pound print of codfish in wax paper, inserts this wrapped package into a carton which is formed as it comes from a magazine and closes the carton by tucking in the end flaps. At the same time the date of packing is stamped on one of the tucked-in flaps.

Compare this high speed operation with the former methods of handling food products of this kind. Compare it especially in its features of high speed, and accurate and efficient operation from the standpoint of the packers.

Redington engineers have been designing special machinery for cartoning, packaging, wrapping and labeling operations for over 30 years. The exclusive features of Redington special machines insure accurate packaging at high speeds and with a definite economy, not only when compared to hand packing methods but when compared to the ordinary types of machine packing. The Redington engineering staff is at the service of manufacturers interested in fast or better packing. A sample of your present package will allow them to offer you definite recommendations.



Operators are not all alike

But the wise production superintendent can make adjustments which will bring production to a steady, level rate which can be maintained day after day.

Redington Model A counting machines give you the facts on which to make comparisons between operating crews on automatic and semi-automatic machines. Get the facts on actual production easily and quickly by the use of Redington counters.

F. B. Redington Co.

Established 1897

Cartoning - Packaging - Wrapping - Labeling Machines

110-112 South Sangamon Street
Chicago, Ill.

MP-11-Gray



CONTAINERS TALK

What Does Yours Say About Your Product?

Your container reflects the quality of the merchandise within it. You can't think tomorrow's thoughts in yesterday's setting. Your containers should be modern and up-to-date in every detail.

More and more manufacturers are turning to **BURT** for containers of distinction and charm. For 35 years the **BURT** organization operating the world's largest plant devoted exclusively to fine set-up box manufacture has produced containers that talk—that stand out distinctly in the panorama of packaged merchandise displayed in the average store today. In addition to performing the primary functions of protection, convenience and ability to contain properly the contents, **BURT** containers are so distinguished in design, appearance and make-up as to command attention, register the name of the product in the consumer's mind and appeal to public favor.

Let **BURT** create a Modern Container for your product.

F·N·BURT COMPANY·Ltd.
BUFFALO, N·Y·
Manufacturers of Fine Set-Up Paper Boxes

BURT DESIGNS and CREATIONS



Even more than Appearance

BURT packages are famous for their appearance, their immaculate presentation, their originality, their individuality.

All of these would be impossible but for the fact that for 35 years **BURT** has pioneered; invented and built new machinery, and developed new methods. These outward qualifications are possible because of rigidly enforced standards demanded within the **BURT** organization.

Behind the quiet, masterful grasp of your conditions and problems is the **BURT** organization — always active in devising ways and means to make your sales easier and larger.

F·N·BURT COMPANY·Ltd.
BUFFALO·N·Y·
Manufacturers of Fine Set-Up Paper Boxes

BURT DESIGNS and CREATIONS

Prepared and Printed by
Service Department
Modern Packaging



The package has a lot to do with it

WITH rare exceptions, adventures in better packages have well repaid their backers. Quality packed, a quality product is almost sure to prosper.

Canco packages have been intimately concerned with many a market success. As better packages, they have ranged from slip cover fibre cans—a big step up from bags—to that Canco key-opening scored can which is the highest type of container for sensitive products.

Canco men have devised new containers to meet new needs; better containers for old needs. They have lithographed more than one brand from obscurity to fame. Somewhere among them there is always at least one man who knows what's what in any tangle of packing and marketing questions.

The Canco representative who calls on you—or is called in by you—is a direct connection with the full power of Canco research and resource. He's a good man to consult—and freely.

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE
METAL SIGNS AND DISPLAY FIXTURES

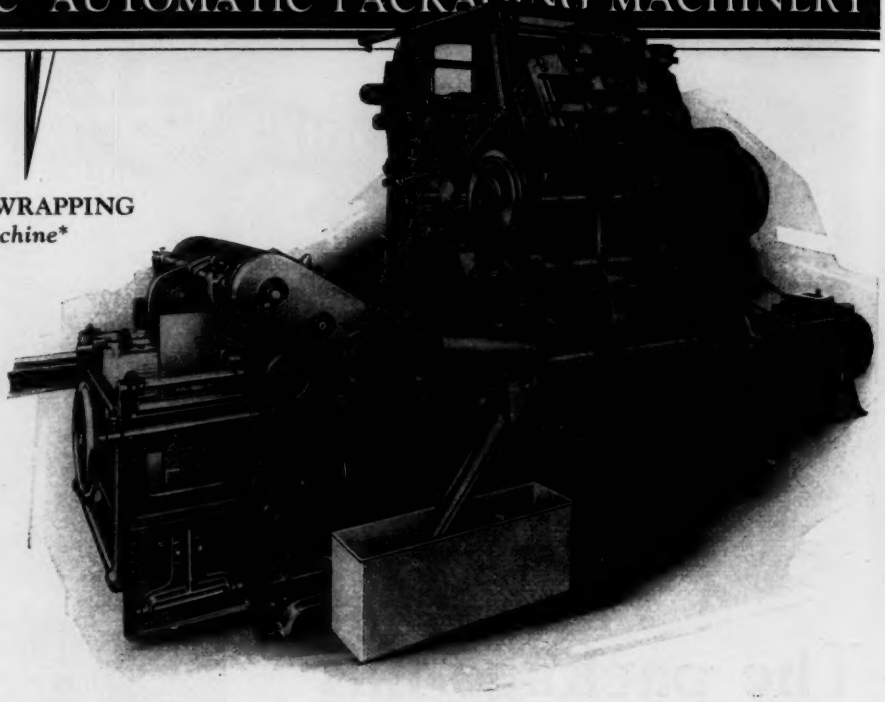
CANCO

NEW YORK CHICAGO SAN FRANCISCO

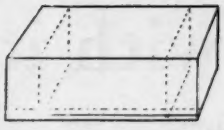
15360 *Your speed per minute with 70 units!*

"PNEUMATIC" AUTOMATIC PACKAGING MACHINERY

TIGHT WRAPPING
*Machine**

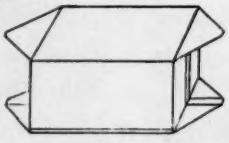


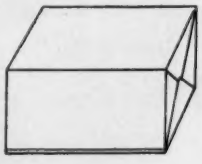
**Sealed all 'round*
Better all 'round



**Ideal for Sugar,*
Cereals and Flour

"Pneumatic" *Tight* *Wrapped* Packages





IT'S WRAPPED SECURELY. The ends are tucked in and *sealed.* This gives you smooth unbroken corners without pin holes, and practically *three thicknesses of paper at each end.*

The printed wrapper is fed in rectangular sheets and "dry-pasted" over the filled, sealed carton. This wrapper can be so printed that *all six sides* of the carton carry a message.

"Pneumatic" Tight Wrapped Packages are air- and moisture-resisting, bug, weevil and ant proof; sift proof; and stronger and better looking than the ordinary container. These all bring economies that make the cost very reasonable.

Let us send you a sample

Notice the double triangle at each end —an exclusive Pneumatic feature. Let us go into details with you — it may lead to more profit for both of us.

PNEUMATIC SCALE CORP., *Ltd.*, NORFOLK DOWNS, MASS. U. S. A.



NEW YORK CITY 26 Cortlandt Street | SAN FRANCISCO 320 Market Street | CHICAGO 360 N. Michigan Ave. | MELBOURNE, SYDNEY J. L. Lennard | LONDON, ENGLAND



For protecting fresh foods.... there is nothing like

PATERSON
Genuine VEGETABLE PARCHMENT

What is your product?

Is it perishable? Does it need a wrapper that is moisture proof and grease proof? . . . a wrapper that will preserve all the delicious flavor of your product? . . . and, *in addition*, one that will carry your trade mark to the consumer in brilliant, fast-color inks?

If so, you will want to see for yourself what remarkable results you can enjoy with Paterson *Genuine* Vegetable Parchment.

Wrapped in its clean, white folds, you can safely ship your product to market . . . knowing that it will retain all its delicious natural flavor.

Send us a unit of your product and we will gladly return it to you . . . wrapped as we would suggest in Paterson Genuine Vegetable Parchment.

The Paterson Parchment Paper Company
Original Makers of Genuine Vegetable Parchment
PASSAIC, NEW JERSEY
Chicago *San Francisco*

Fitting Wrapping . . . into production



THIS is a very real problem, and it should be accorded the attention it deserves. For haphazard methods and equipment in the wrapping department will sooner or later throw the most carefully planned production schedules out of gear.

By its very nature, wrapping is not easily adapted to standardization. Yet, unless the one best method for any given case is found and standardized, costs of time and labor and materials and delays will be excessive.

Automatic Machinery

for Feeding, Filling, Weighing, Packaging, Wrapping, Sealing, Photo-Composing, and for all branches of Tobacco manufacture. Also Inda, the Perfected Casein Solid.

A quarter of a century of international experience, a reputation based on successful installations in plants manufacturing many of the world's best known packaged products —these are the factors AMF engineers will gladly bring to the study of *your* problems.

Let AMF advise you how to make wrapping synchronize perfectly with production. A letter will bring a staff man at once. American Machine & Foundry Co., Sales Offices: 511 Fifth Avenue, New York City. Works: 5502-5524 Second Ave., Brooklyn, N. Y.

AUTOMATIC MACHINERY



YULETIDE EXPRESSION

GRASPING the spirit of the season and expressing it in color and design—new, arresting and calculated to loosen the purse-strings is Pinco's contribution to this festive period.

Sample swatches now ready of this paper and other Christmas papers.



PINCO PAPERS
INCORPORATED
CAMDEN, New Jersey

NEW YORK OFFICE
Room 1028—225 Fifth Ave.

CHICAGO OFFICE
1566 Conway Bldg.



Filling and Packaging Equipment



ALL of these products have been filled and packaged on a *STOKES & SMITH* Machine.

There is a machine to suit YOUR requirements or YOUR package.





15 TO 70 PER MINUTE



FILLING MACHINES
CARTON TOP and BOTTOM SEALERS
GROSS or NET WEIGHT SCALES
BAG and ENVELOPE SEALERS
CARTON FILLING and SEALING MACHINES
TIGHT WRAPPING MACHINES



Send us a sample of your product or write to us for complete information

No obligation on your part





STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE—23 GOSWELL RD.

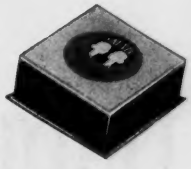












REPUTATION

EACH succeeding year for the past 24 years has added prestige and reputation to the products of our works.

A reputation built on close cooperation between Hartford City and the Packaging Industry to the end that its problems of better, cleaner, speedier, more sanitary and economical wrappings be produced for their products.

Prestige—because we incorporated in our production those findings of each individual case for the benefit of the whole industry.

Specializing in Glassine, plain and embossed, Greaseproof and Manifold papers, 12½ to 50 pounds; Four Color Printing, and Die Cutting.

H·C·P·CO. PAPER OF HIGHEST QUALITY



HARTFORD CITY PAPER COMPANY

NEW YORK OFFICE
1001 WOOLWORTH BLDG.

HARTFORD CITY, IND.

CHICAGO OFFICE
618 FIRST NATL BANK BLDG.



Showing things in their true light

PRESENTING your package, so that the sales resistance starts to crumble on sight is your ever present problem.

"Many a rose is born to blush unseen" and just as many products have been licked before they were put on sale.

Avoid the pitfall of inadequately presented merchandise by consulting ROWELL, who has created innumerable packages that demand attention the moment displayed.

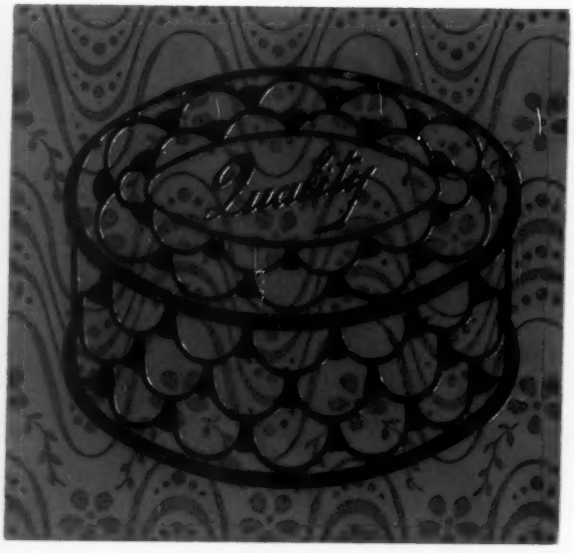
Packages created by ROWELL *sell.*

E. N. ROWELL CO., INC.
BATAVIA, N. Y.

ROWELL PAPER BOXES



YES~WE CAN MAKE IT



(Paper by Kupfer Bros. Co.)

The container covered with wraps produced by Rowell stands out as a colorful magnet to attract the passing eye. A sales stimulus.

When the machinery of the ROWELL organization starts turning for you there is at your command the experience of years of merchandising service—the designing of intriguing boxes—the production of box wraps and labels—the making of a complete box that is distinguishable anywhere as a ROWELL product.

The fidelity and cooperation of ROWELL is priceless for we feel that we are assuming our share of sales responsibility for your products. This responsibility is directly reflected in every complete container that we produce.

E. N. Rowell Co., Inc.
Batavia, N.Y.

New York Sales Representatives: BRISTOL-SMITH, INC.
41 Park Row, Room 805 Telephone: Cortlandt 1574-5

Chicago Office: H. G. MACKAY, Manager
180 North Wacker Drive Telephone: Franklin 3517-8-9

ROWELL PAPER BOXES

Prepared and Printed by
Service Department
Modern Packaging



This New Booklet May Point the Way to Greater Sales for You

HAVE you a product whose sales appeal may be increased when its appetite appeal, attractiveness, color, or design can be seen by the buying public?

Have you an item on which shopwear losses should be lessened through protection from dust or contamination? Or perchance a beautiful expensive container that must be guarded against handling and shopwear?

Have you an article that needs an added touch of distinction to make it stand out on the dealer's counter and win the passerby's attention?

If so . . . then you should have a copy of the new booklet "Cellophane—The Modern Merchandising Aid." It will aid you as you make your plans for increased sales for 1929.

Write for a copy today.

DU PONT CELLOPHANE CO., Inc.
2 Park Avenue, New York City
Canadian Agents: WM. B. STEWART & SONS, Limited, Toronto, Canada

DU PONT CELLOPHANE

Cellophane

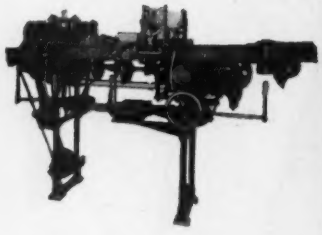
Cellophane is the registered trade mark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).

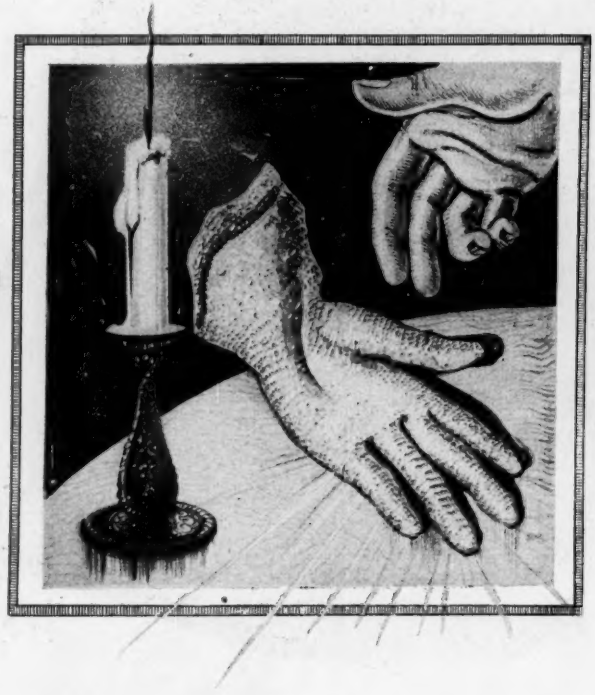
Du Pont Cellophane Co., Inc.
Desk P. 2 Park Ave., N. Y. C.
Gentlemen:
Kindly send me a copy of your new booklet, "Cellophane—the Modern Merchandising Aid."

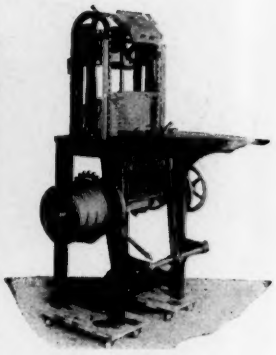
Name.....

Address.....

Can you answer the challenge?







"Cut your costs by modernizing your packaging equipment." The increasing pressure of this challenge is brought to bear on every executive concerned with packaging costs.

It is a familiar demand. Last year you may have achieved better results than you thought possible. This year and next, due to keener competition, you have to do still better.

Can you do it? Can you better last year's results with your present packaging methods and equipment? Perhaps you have reached the limit now. Maybe it's around the corner. At any rate when it comes you won't be able to answer the challenge.

The solution to your packaging problem will be modern methods and equipment from which you can get better results and cut costs to the bone.

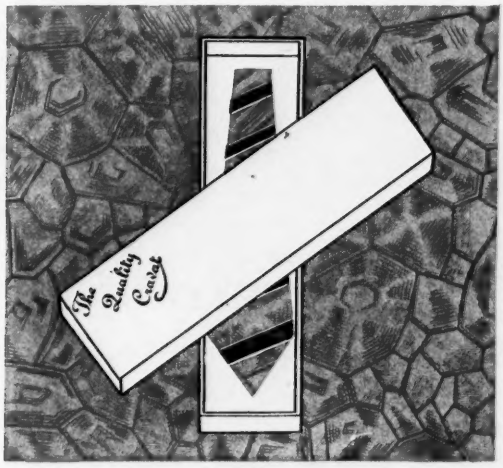
We will gladly give you full details about

PETERS PACKAGING MACHINERY

and how it returns from 30 to 100% every year on the original investment.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A

GOOD TASTE



Good taste is a marked attribute of quality products. Specialty Papers by Dejonge impart to boxes and packages that air of good taste and distinction which is the companion of quality.

The riotous color and bizarre design of today have their place, but the simple beauty of plain white cover stock, with unusual embossed design, has a strong sales appeal.

Box makers will want Dejonge Sample Book No. 223 in order to examine the latest patterns by Dejonge, reflecting good taste.

THE COUPON BELOW WILL BRING THIS SAMPLE BOOK TO YOU BY RETURN MAIL

LOUIS DEJONGE & CO.

69 Duane Street - - NEW YORK

PHILADELPHIA **CHICAGO**

Louis Dejonge & Company, Dept. C
69 Duane Street, New York City

Kindly send me your Sample Book No. 223 showing the latest Dejonge Specialty Papers.

NAME _____

STREET _____

CITY _____

STATE _____



We build the machines you need *but can't buy*

WHENEVER human hands handle your product the percentage of waste, both of time and material, is excessive. Probably you know this from bitter experience but you can't eliminate this costly human factor because no machine has ever been built to fill the place it takes in your production.

Because you are using all the standard machinery common to your industry, your production is not necessarily as perfect as it might be. Probably there are still certain operations in your plant which are being performed by hand or by semi-automatic machinery, with the resultant excessive waste of time and material.

In the last six months a number of the country's leading industrial plants have improved their production with the help of Special Production Machines, Inc. For some of them we have designed and built special machines to perform work formerly done by expensive, slow hand labor. For others we have speeded up and improved their present machinery, or helped them with their own production research. In a number of cases we have pointed out and remedied production weaknesses they didn't realize existed. We are able to examine your production with a fresh, open mind, unhandicapped by the familiarity which makes it so easy to overlook obvious weaknesses.

a machine CAN DO IT

A booklet describing the services of Special Production Machines, how it operates and how it is serving manufacturers, will be sent on request. Special Production Machines, Inc., Norfolk Downs, Mass.

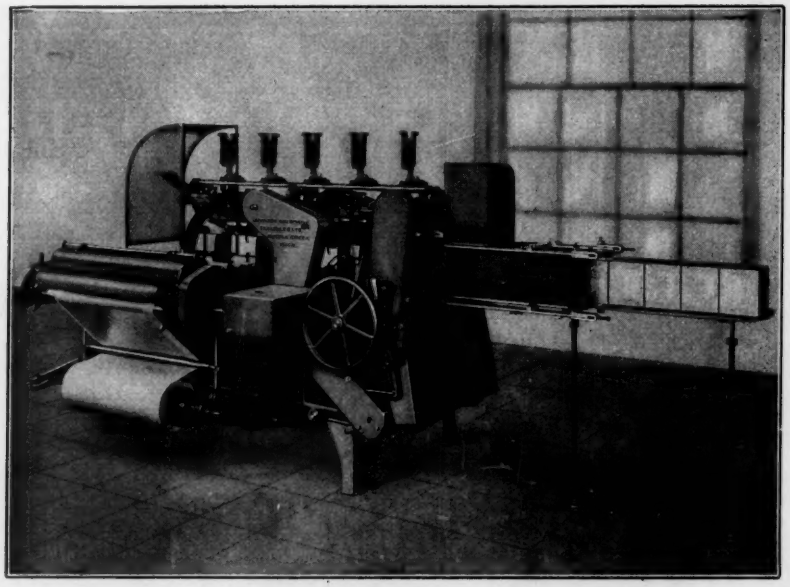
SPECIAL PRODUCTION MACHINES

—INC.—

A Division of

PNEUMATIC SCALE CORPORATION, LIMITED

For over thirty-five years Pneumatic Scale Corporation, Limited, has manufactured automatic labor-saving machinery for many of the world's largest producers of merchandise.



JOHNSON Automatic WAX WRAPPER

POINT 10 Conserve Time, Labor, Materials, Inventories, Working Capital and Space!

THE 10 POINT *Line*

1. *Fitted to Your Plant Requirements!*
2. *All Parts Made in Our Own Plant!*
3. *Modern Design, and Constantly Kept So!*
4. *Same Day Shipment of Your Parts Orders!*
5. *Speed with Accuracy, Safety and Efficiency!*
6. *Progressive, Straight Line yet Flexible Packaging!*
7. *Fully Automatic in Operation—Labor Costs Practically Nil!*
8. *Units for Small as Well as Large Manufacturers!*
9. *Increased Package Value Means Greater Sales and Profits!*
10. *Conserve Time, Labor, Materials, Inventories, Working Capital and Space!*

TIME—Hand Packaging cannot compete with JOHNSON Automatic PACKAGING MACHINES. Competition also demands prompt shipment of volume orders—an emergency only machines can meet.

LABOR—JOHNSON Machines decrease supervisory and operating expense to a minimum.

MATERIALS—Spoilage is eliminated by JOHNSON Machines.

INVENTORIES—Inventories are kept to the lowest possible level by JOHNSON Machines, while stocks are kept adequate to sales requirements.

WORKING CAPITAL—Working capital is kept active by allowing material purchases to be scheduled more closely.

SPACE—Valuable floor space is released by JOHNSON Machines, resulting in a lowered overhead and quicker and more orderly production.

Write today for an appointment, at no obligation, with a JOHNSON Sales Engineer. He will analyze your need, work with us on the machines to fit this need, and bring to you a proposal covering equipment that will guarantee to do your job.

Descriptive literature sent upon request.

JOHNSON AUTOMATIC SEALER CO., Ltd.

Battle Creek, Mich., U. S. A.

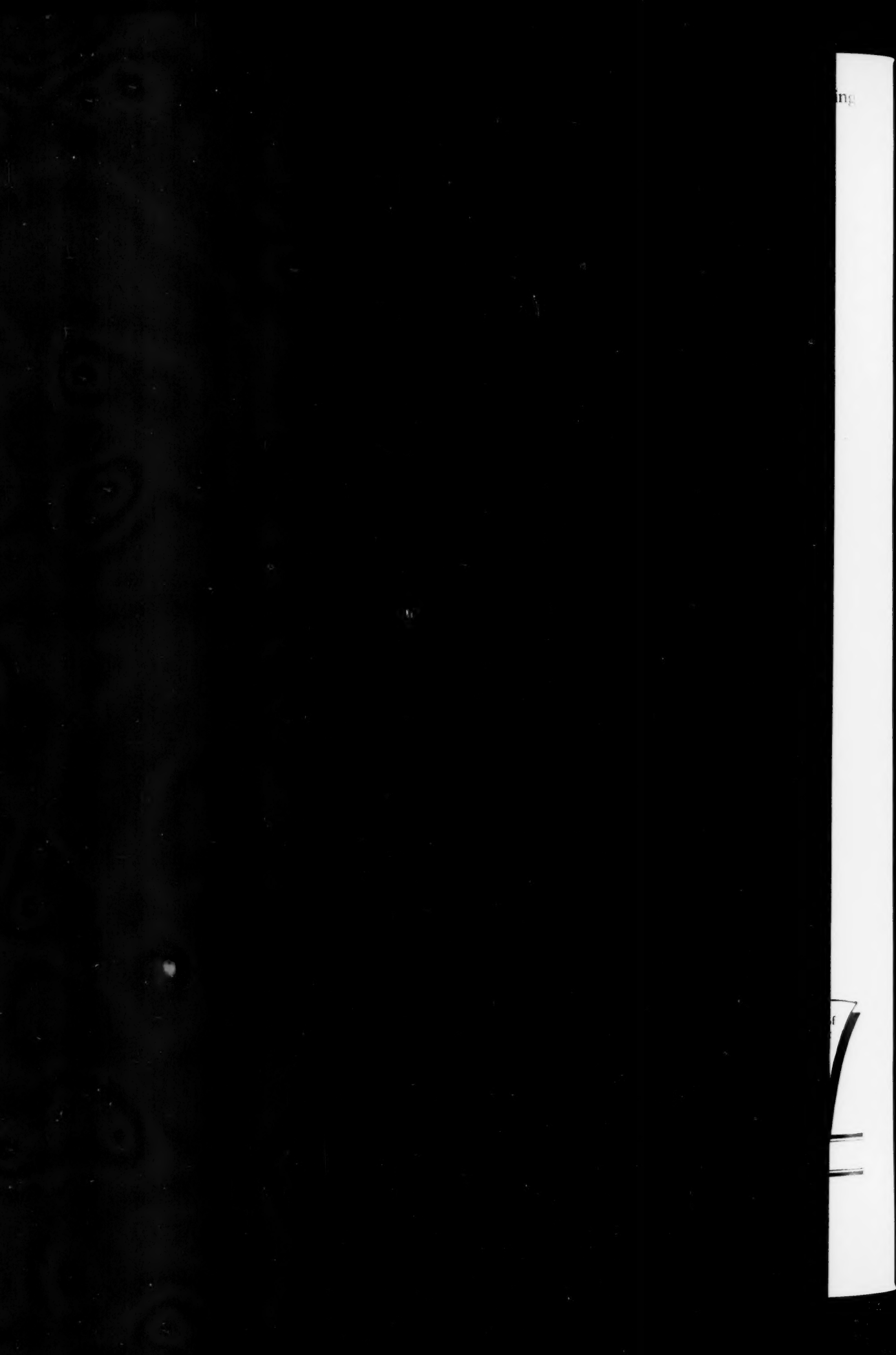
30 Church St., New York City 228 No. La Salle St., Chicago, Ill.

JOHNSON

AUTOMATIC PACKAGING MACHINERY

Manufacturers of Complete Packaging Units—Net Weight Scales; Gross Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrappers and Glassine Wrappers

g



UNIFOIL BOX COVERS

PRODUCE A PACKAGE THAT SELLS THE PRODUCT

What caused you to read this Message?

Nine chances out of ten, the Unifoil Box cover pictured on the front of this page. It caught your eye in passing just as this package on the counter will arrest the attention of the passerby . . . and the package first seen is usually the one first sold.

Unifoil is a genuine-metal-surfaced, paper-reinforced covering for the finest containers. It comes in a range of colors and a superb selection of embossings. It can be color-printed as attractively as this sample. Its cost is not excessive—just enuf to restrict its use to the highest-grade lines.

Ask your box-maker to submit dummy packages covered with Unifoil, or write us direct for samples and prices.

REYNOLDS METALS COMPANY, Inc.
DIVISION OF UNITED STATES FOIL COMPANY
LOUISVILLE - - BROOKLYN - - SAN FRANCISCO

A
MASTER
METAL
PRODUCT

A Mark of Quality

N

F

Th

1.

2.

3.

4.

Abo
BO
ton
dow
tha
tive

Tes



Why not

Find out for yourself

That American Clay Coated Box Board has:

1. A hard, smooth, even printing surface that makes possible beautiful halftone printing.
2. The uniformity of brisk color, giving great visual appeal, making your cartons outstanding.
3. Brilliancy of printed color, making it possible for you to use color process for window display and display containers.
4. Unbroken folds and toughness, the final requisite of any board and supreme in AMERICAN, guaranteeing you cartons that will stand shipping, handling and home use.

Above all when AMERICAN BOX BOARD is converted into cartons, display containers and window display, you know and feel that your products are attractively displayed and well clothed.

Test it yourself—Here are samples.

AMERICAN
COATING MILLS
ELKHART, IND.



American Coating Mills
Elkhart, Indiana

Eastern Sales Office
501 Fifth Avenue, New York City

Chicago Sales Office
2033 Builders Bldg.

ELEVEN MACHINES IN ONE



Eleven different sizes wax wrapped on one machine (as originally constructed) and now a twelfth size has been added—further proof of the great flexibility and adaptability of the machine.

This installation made in the plant of a prominent Middle West Manufacturer.

The Results:

Elimination of hand labor on all sizes, none of which warrants a one-size individual machine.

Investment in one machine only.

Continuous steady production for the machine—changing from size to size as production warrants. (The machine can be changed from size to size in five minutes' time. It is not a matter of adjustability—simply a definite exchange in equipment, exactly built for the package to be wrapped.)

Perhaps in your plant the daily total of packages, hand wrapped, warrants the installation of an automatic machine (possibly a group of your odd sizes), but this total may be the combination of two or three, sometime more, sizes.

Separately they do not warrant individual wrapping machines for each size, but in combination you could make a large saving over hand wrapping.

If so, we have an interesting message for you.

For Particulars

Mail sizes or sample packages with brief description

TO

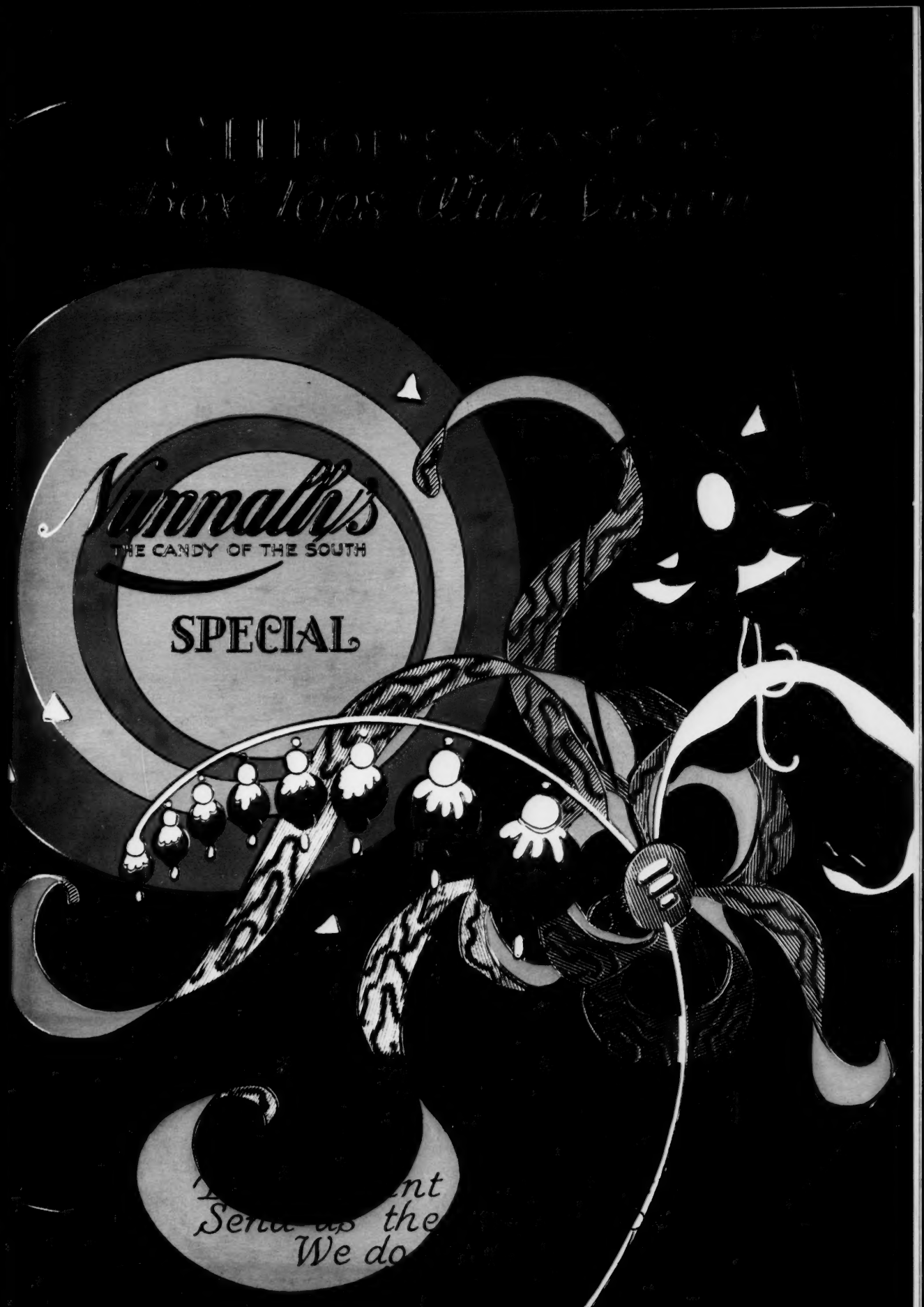
BATTLE CREEK WRAPPING MACHINE COMPANY

Manufacturers of Custom Built Automatic Wrapping Machines

BATTLE CREEK, MICHIGAN



ng


Nunnally's
THE CANDY OF THE SOUTH
SPECIAL

Box Tops With Vision



C. H. FORSMAN CO.

MAIN OFFICE AND FACTORY

318-326 West 39th Street

NEW YORK



There is still profit in TREASURE HUNTING



"Skeleton Island"—"Pieces of Eight"—"Sixteen men on a dead man's chest"! What a kick we all got out of "Treasure Island" when we were youngsters.

There are plenty of treasures to be unearthed today—and they are no mere flights of the imagination. They are to be found in manufacturing plants like your own—*treasure in the form of greater economies.*

It is our business to help you achieve these economies through more modern and more efficient wrapping machinery.

The standard carton wrapping machine formerly wrapped only 40 packages per minute. We built a new model which does 70 per minute, so that with the same amount of labor the owner gets 30 more packages wrapped per minute—14,000 more a day. In a year this means a saving in labor equivalent to the former cost of wrapping 4,200,000 packages.

Numbers of manufacturers are now making large savings on their packing costs through the more modern method of bundling by machine, instead of packing in cardboard containers. They save 80% *on packing material costs*—that means thousands of dollars per year. Each bundling machine also saves from $2,000 to $5,000 a year in labor.

Sometimes large savings can be made in most unexpected ways. For instance, by redesigning the paper feed mechanism of chewing-gum machines, we saved a fraction of an inch on the tin foil per package. Only a fraction of an inch, but on a product of such large volume, the yearly saving makes a handsome "treasure" to add to the company's profit.

Put our Experience to Work for You

We are constantly being consulted by the leading package goods manufacturers to devise new and better methods of wrapping—methods which save labor, material, floor space. Why not take advantage of our wide experience and special knowledge in an effort to lower *your* wrapping costs? Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

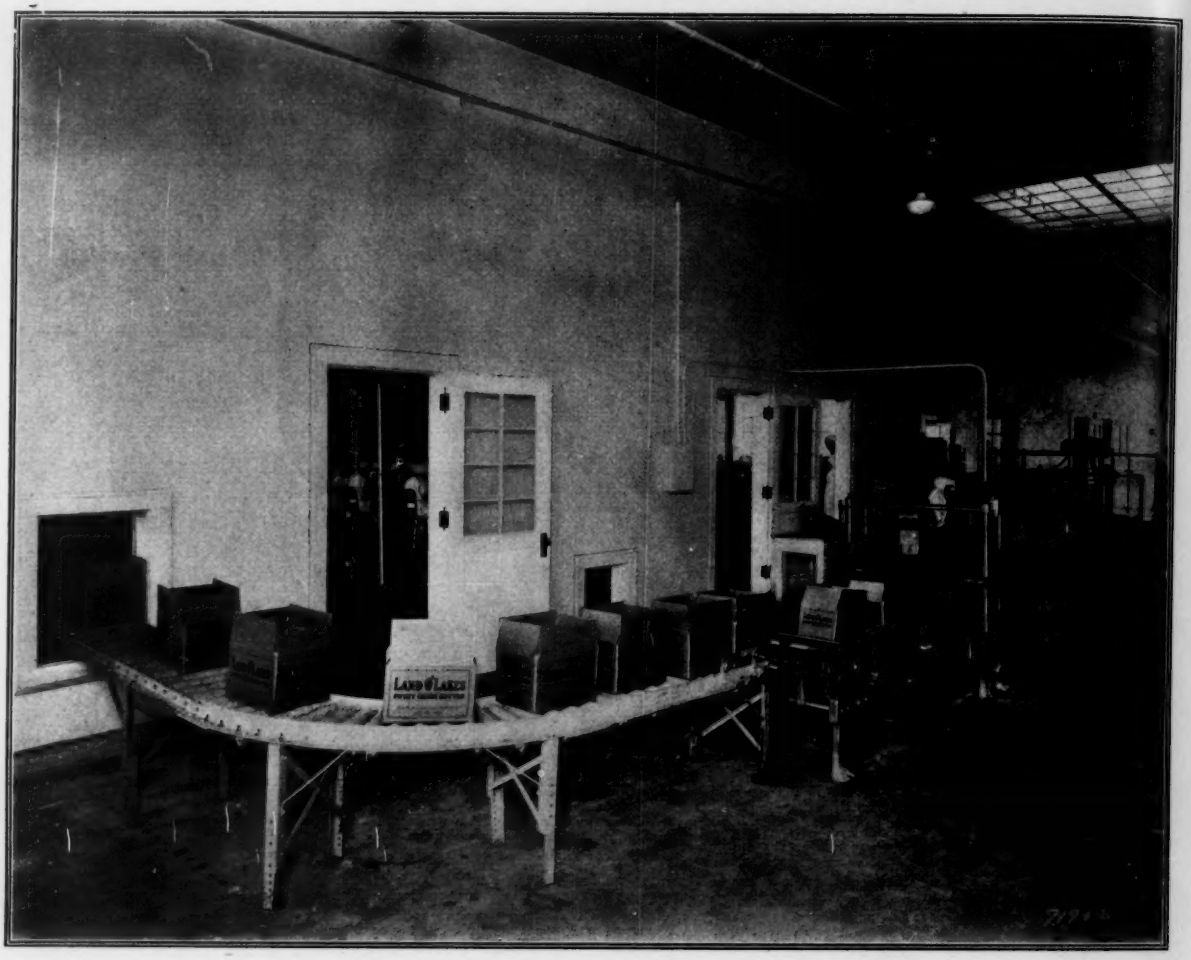
New York: 30 Church Street **Chicago: 111 W. Washington Street**

London: Windsor House, Victoria Street



PACKAGE MACHINERY COMPANY

Over 100 Million Packages per day are wrapped on our Machines



100% Automatic . . . 100% Perfect

This Standard Automatic Case Sealing Installation in operation in Land O'Lakes Creameries, Inc., Minneapolis, Minn., is 100% automatic. Absolutely no labor is required in the sealing of these cases from the time the cases are packed with the butter until they are delivered at the loading platform.

Bear in mind that both tops and bottoms of cases are sealed simultaneously.

Write our Engineering Department if you have a sealing problem

MAILLER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN S. WILLARD & SON
306 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION
Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

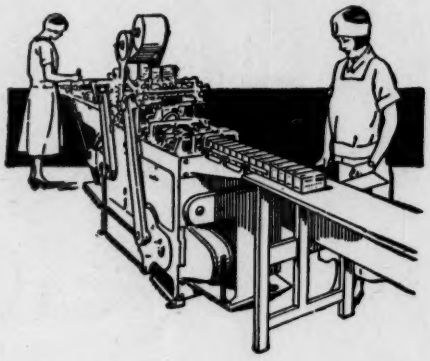
CHICAGO, ILL.
208 West Washington St.

LONDON, ENGLAND
Windsor House
Victoria Street, S. W. I.




RIEGEL'S
WAXED
GLASSINE
MOISTURE
PROOF
LIKE WRAPPING YOUR PRODUCT
IN AN INDIVIDUAL GLASS CASE!
One of our customers reported a saving of almost 50% on goods returned because of the protection afforded by a wrapper of Moisture-proof, Greaseproof, Transparent
RIEGEL'S Waxed GLASSINE
made by the
WARREN MANUFACTURING CO.
342 Madison Avenue New York, N. Y.
Chicago Office: 111 W. Washington Street
WRITE FOR SAMPLES
Irvins
BUTTER JUMBLES





Automat Used Daily by the Country's Leading Creameries

Creamery executives are keen business men. They do not experiment. Show them, and they are quick to adopt faster and better methods. Automat won by merit.

Today millions of pounds of butter are being wrapped and cartoned in the country's leading creameries by Automat equipment.

This work, once done tediously by doubtful human hands, is now being accomplished faster, better and more sanitary than ever before.

If profit is the single goal of business, the Automat is a short cut to that goal in the creamery industry.

The Automat Molding & Folding Co.

Main Office and Factory
16-20 Broadway Toledo, Ohio

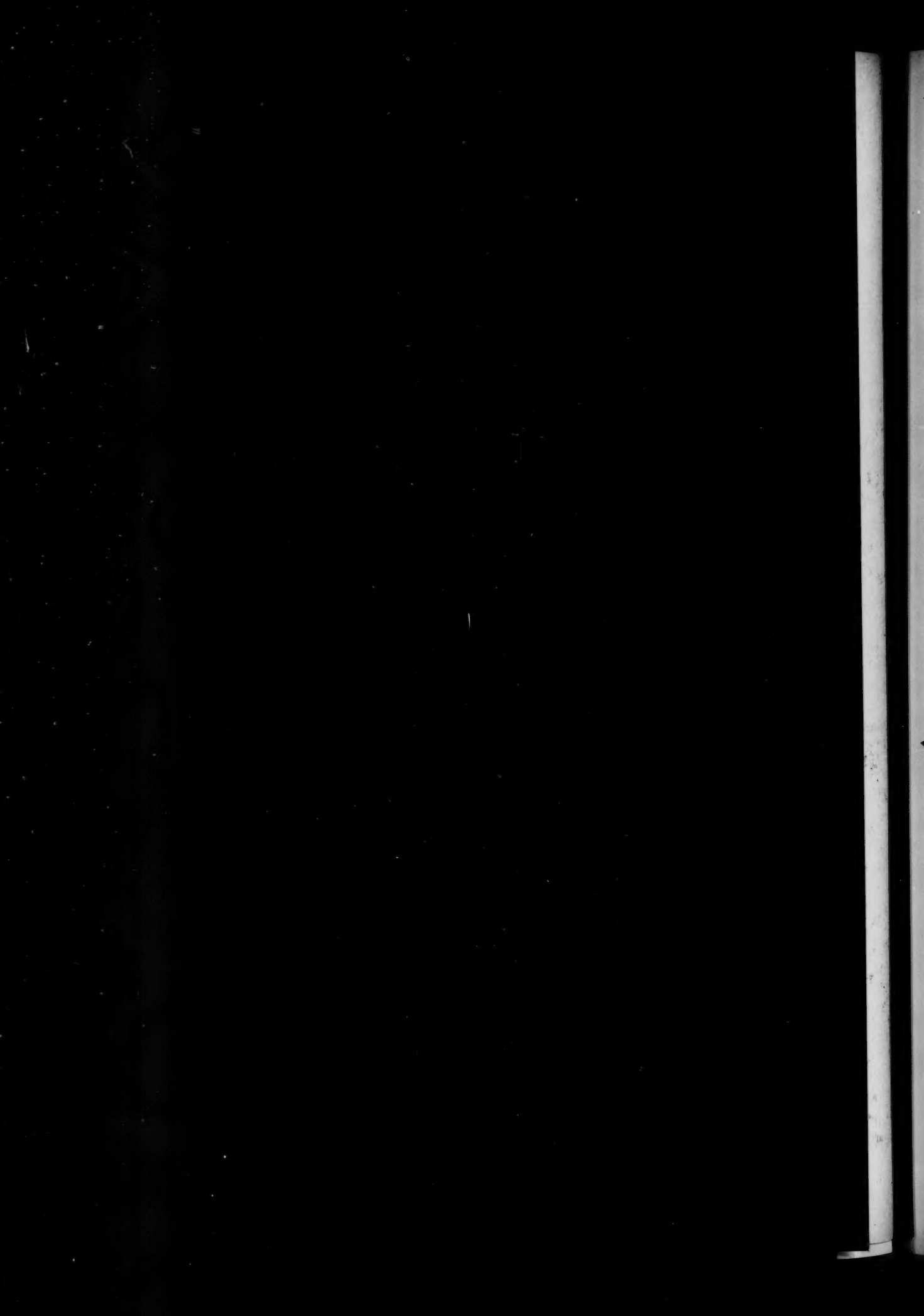
AUTOMAT
PRINTING WRAPPING & CARTONING EQUIPMENT

Complete automatic equipment between churn and packing case.

Wrapping Machines
Cartoning Machines *Conveyors*
Tub Cutters *Print Machines*









Artistes Moderne

In Creation, Design and Manufacture of Appropriate and Distinctive Box Tops and Box Wraps

ROCHESTER FOLDING BOX CO.
Lithographers

Main Office and Plant:
ROCHESTER, NEW YORK

New York Office:
280 Madison Avenue

Philadelphia Office:
328 Chestnut Street

HOLDING PUBLIC ATTENTION WITH MODERN DESIGN



CRESCENT ENGRAVING CO.

DESIGNERS AND PLATE-MAKERS FOR THE PACKAGING INDUSTRY.
KALAMAZOO, MICHIGAN.

(

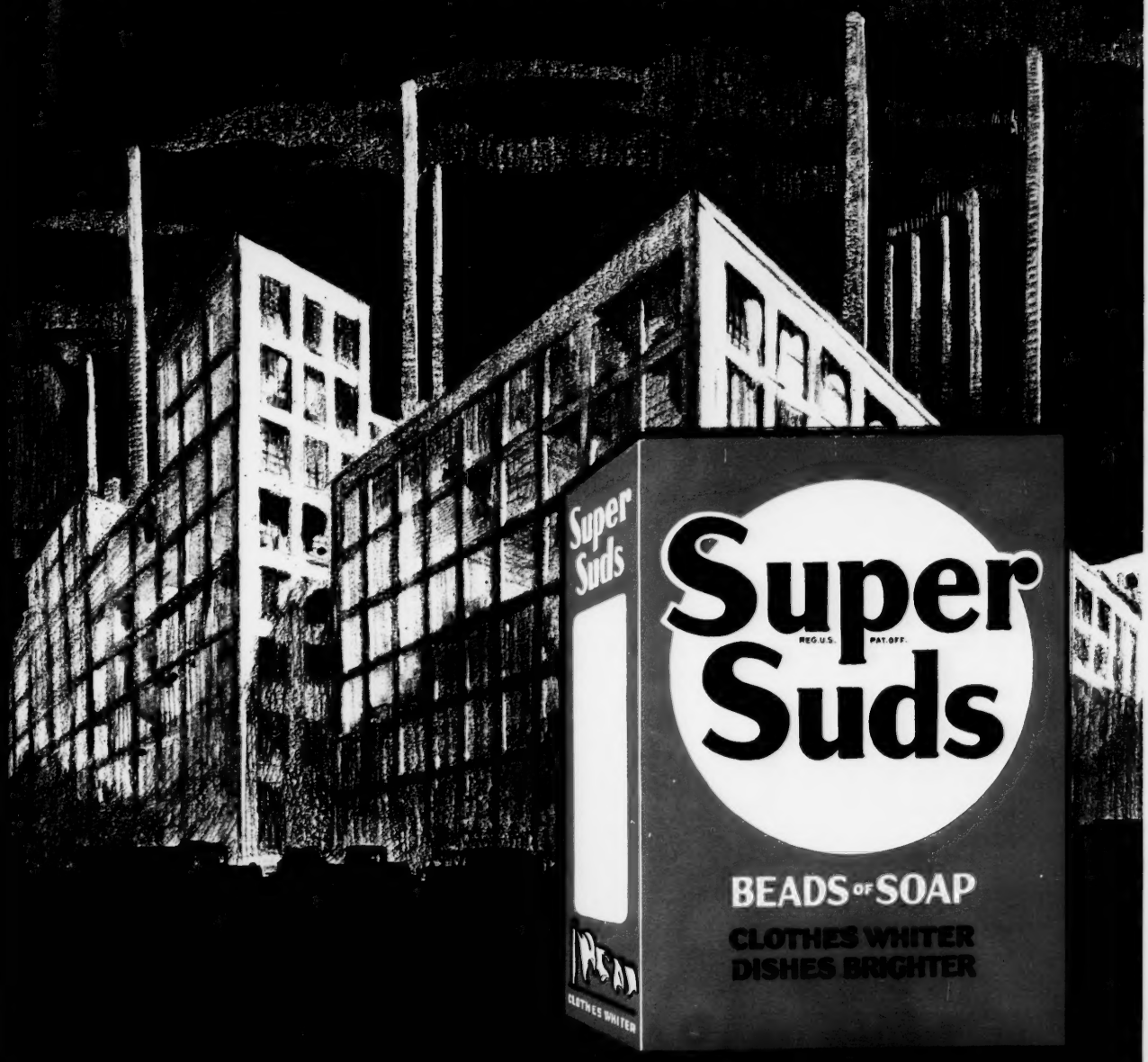
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GAIR FOLDING CARTONS



The tremendous production forces behind Gair Folding Cartons account for their extensive use by the largest packers of branded merchandise.

Gair Mills turn out over one thousand tons of box board a day—box board that flows like a band from our Paper Machines through our self-contained Finishing Plants, where all elements of Folding Carton and Corrugated Case manufacture are controlled from the ground up.

ROBERT GAIR COMPANY

420 LEXINGTON AVE. NEW YORK CITY



GAIR
FOLDING CARTONS

GAIR FOLDING CARTONS have a place up forward in the parade of the world's leading merchandise. They are the distinguishing face and front of the goods of the great producers of the country, who know how to stir spontaneous markets and hold them. These distributors work effectively and quickly. They do not look upon the Cartons they use as casual conveniences. Their Cartons must answer prescribed standards, which ensure smooth automatic machine filling and tight security when sealed.

We loved our old professor, with his necktie swerving toward his ear, in private, but he abashed us a little in public. External negligence brings doubt upon hidden merit, and a badly chosen color or an unskilled display of lettering on a Carton can defeat every effort to popularize good merchandise.

The use of color — we mean its variations in tints and shades, in which red is given a new brilliance, blue more power and brown an individualizing opulence — is not a haphazard matter. Art and feeling enter into it. Printing and lithographing presses maintain it, and the Public responds to its appeal with certainty providing the Carton gets life through its correct use.

Sixty-five years of study and experience in the manufacture of Gair Folding Cartons is our greatest asset. We have run the gamut and acquired the instinct with which to foresee the effects that will react on the restless desires of the times.

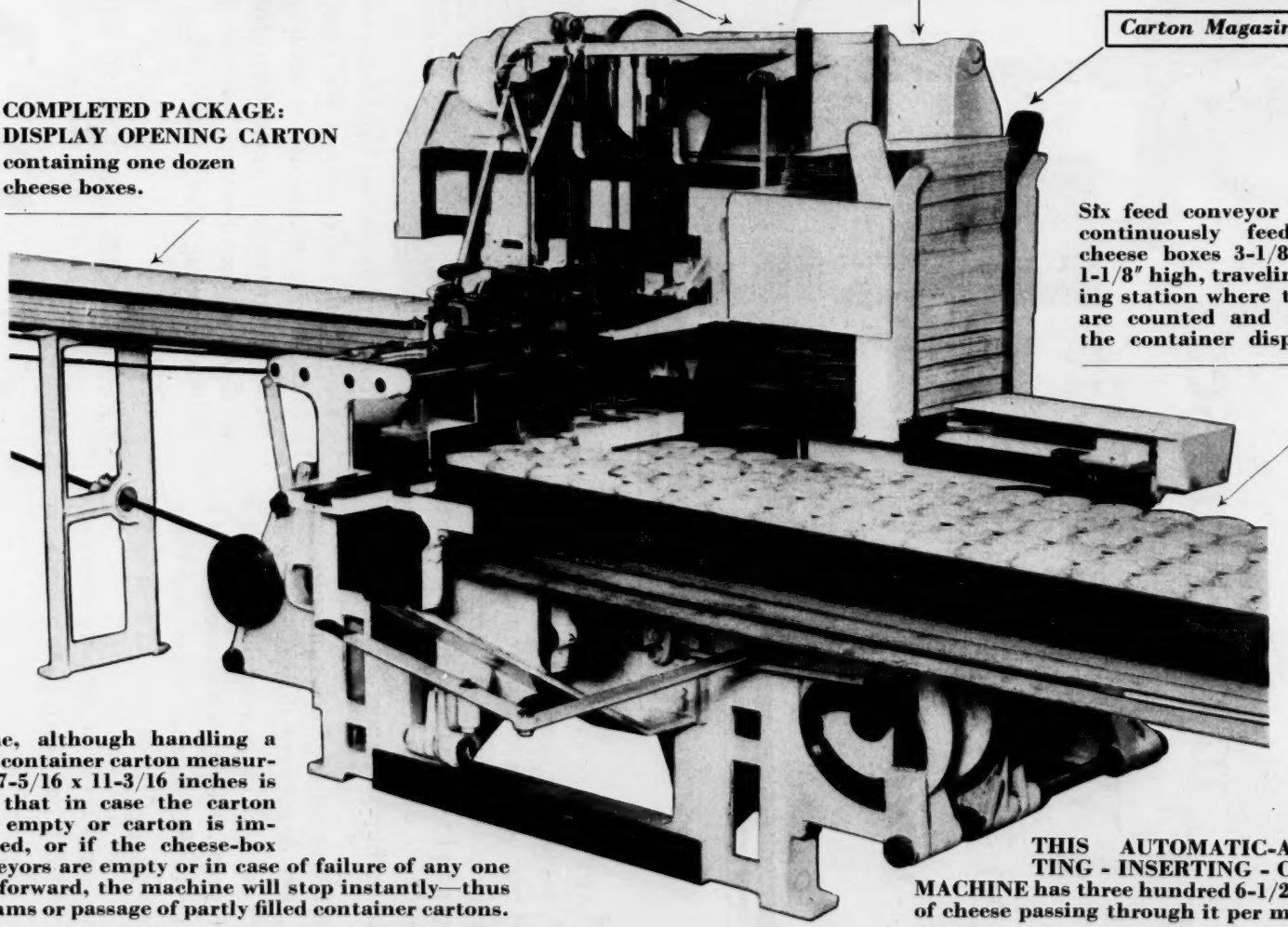
ROBERT GAIR COMPANY
420 LEXINGTON AVENUE, NEW YORK CITY

Automatic devices which stop machine immediately if belt feed conveyor is empty or the proper number of boxes are not collected.

Automatic device stops machine immediately if carton magazine is empty or carton is not glued properly.

Carton Magazine

COMPLETED PACKAGE: DISPLAY OPENING CARTON containing one dozen cheese boxes.



Six feed conveyor belts, each continuously feeding round cheese boxes 3-1/8″ diameter, 1-1/8″ high, traveling to inserting station where twelve boxes are counted and inserted in the container display carton.

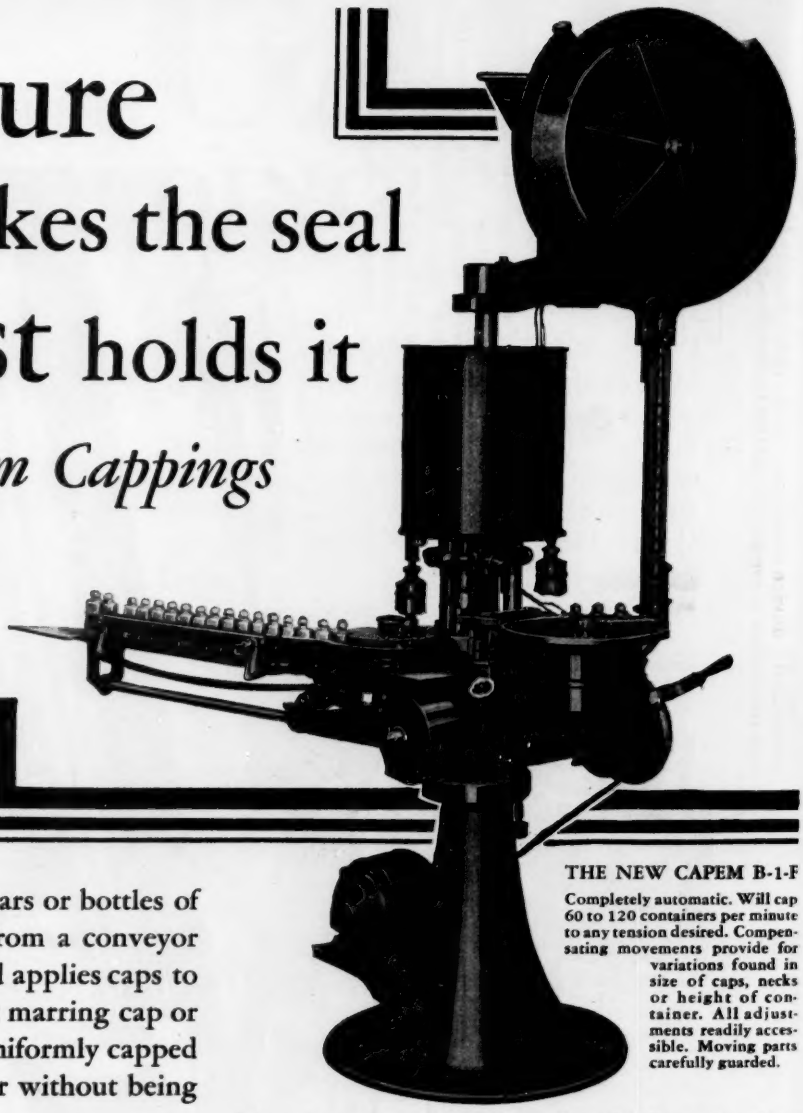
The machine, although handling a large display container carton measuring 3-5/16 x 7-5/16 x 11-3/16 inches is so sensitive that in case the carton magazine is empty or carton is improperly glued, or if the cheese-box feeding conveyors are empty or in case of failure of any one box to come forward, the machine will stop instantly—thus preventing jams or passage of partly filled container cartons.

THIS AUTOMATIC-ACCUMULATING - INSERTING - CARTONING MACHINE has three hundred 6-1/2 ounce boxes of cheese passing through it per minute.

R. A. JONES & COMPANY, INC., CINCINNATI, O.

Pressure makes the seal the Twist holds it

120 Uniform Cappings a Minute



THE NEW CAPEM B-1-F

Completely automatic. Will cap 60 to 120 containers per minute to any tension desired. Compensating movements provide for variations found in size of caps, necks or height of container. All adjustments readily accessible. Moving parts carefully guarded.

CAPEM takes cans, jars or bottles of any size or shape from a conveyor belt, sorts, feeds and applies caps to any tension desired without marring cap or container and returns the uniformly capped containers to the conveyor without being touched by human hands.

Capem has an ingenious pressure-twist action. The downward thrust *seats* the cap liner on the neck of the container; the twist *holds* this seal. There is no chance for air to get in or for the contents to leak out. Deterioration and spoilage of product are avoided.

Capem will do your capping faster and better and will cut down your manufacturing costs by eliminating hand labor. Send us a sample of your container and brief statement of your requirements. At no obligation, we will show you how you can save the labor of three to six operators and get perfect uniform capping. Put your problem up to Capem.

CAPEM MACHINERY CORPORATION
1400 West Avenue, Buffalo, N. Y.

Registered CAPEM Trade Mark

London Representative, C. S. duMont
Windsor House, Victoria Street, London, England

HMC-13

HAMPDEN BROCADE

THE NEXT BOX

A thoroughly dependable Fancy Box Paper. Attractive — Dainty — More or less conventional yet always charming in its simplicity. Its appeal to discriminating tastes helps sell the package. Send for a working sample of Hampden Brocade No. 10631.

Sold Exclusively by

HAMPDEN GLAZED PAPER & CARD CO.
Holyoke, Mass.

New York Office
JAMES A. LEYDEN
501 Fifth Avenue

Philadelphia Office
J. A. STUCKEY
486 Bourse Building

Chicago Office
and Warehouse
500 South Peoria Street

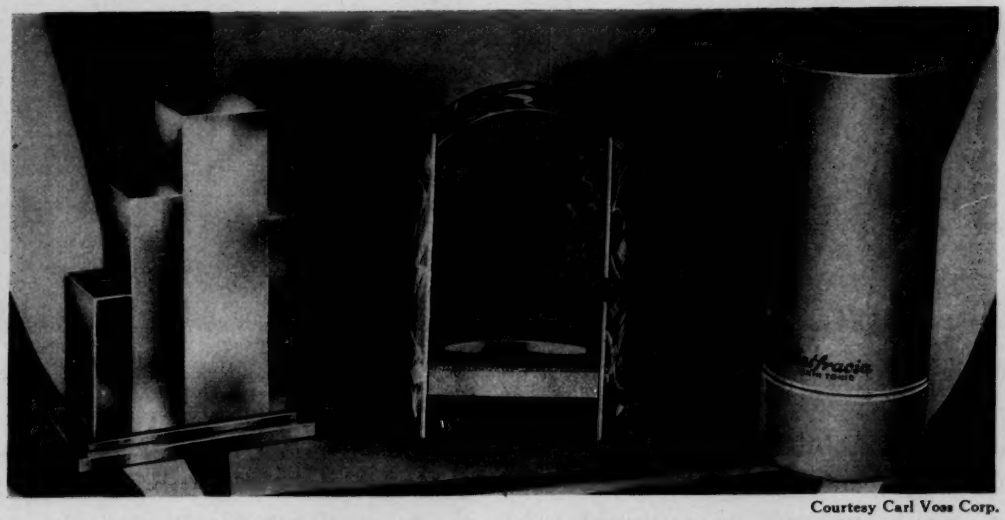
San Francisco Office
CHARLES A. KASS
7 Front Street

Canadian Agent
P. B. COFFIN
140 King Street, West
Toronto, Canada

Distributed by
FRED'K JOHNSON CO., LTD.
140 Southwark St.
London, S. E. 1, England



ROYAL SATIN



Courtesy Carl Voss Corp.

The Result of Quality Not Quantity Production

You merchandise officials purchase *expensively lithographed and embossed wraps* or costly papers for your *boxes* as outward expressions of the *quality* of your products.

How many realize that a perfect box is obtained only when these papers are mounted on a perfect sheet of board and the only perfect board is *ROYAL SATIN?*

Certain structural qualities that can only be obtained by the use of *ROYAL SATIN* are necessary to create a perfect foundation for coverings. Inferior board produces glaring faults that will completely offset the effect you wish to produce with your box or container.

The definite proof that *ROYAL SATIN* is superior to any other board can be easily established. A foundation of *ROYAL SATIN* covered with one of the finest and most expensive wraps will convince you of this fact.

Insist on ROYAL SATIN Board.

We will gladly cooperate with your box manufacturer.

Butterfield-Barry Co.

174 Hudson St. New York



FERGUSON Full Automatic Top and Bottom Container Sealer (Portable Unit) at plant of R. M. Hollingshead Co., Camden, N. J.

Big industrial establishments such as the R. M. Hollingshead Co., makers of "Whiz" products used on automobiles and in the household, realize that efficiency in sealing shipping cases requires properly designed and well constructed automatic container sealing machines. Theoretical efficiency to them is only impressive when backed by actual performance records.

FERGUSON Sealing Units, in fact, all FERGUSON Packaging Machinery, has been tested under every conceivable condition and severity of service—with what results numerous repeat orders will testify.

The ability of the FERGUSON Sealer to give unrivaled service and economy is due to its excellent design and the quality built into each machine. Unnecessary and intricate parts have no place in the FERGUSON Sealer. Everything has been simplified; the result is a light running durable machine.

If yours is a problem of sealing corrugated or fibre shipping cases, consult FERGUSON. Profit in the same manner as Atwater-Kent, Quaker Oats Co., Corn Products Refining Co., Cream of Wheat Co., Procter and Gamble, Duz Co., Victor Talking Machine Co., Brandes Corp., and a host of others.

Ask to consult with a Ferguson engineer.

J·L·Ferguson Company

JOLIET - - - ILLINOIS

ST. LOUIS NEW YORK LOS ANGELES

JFCo

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1928.

VOLUME TWO
NUMBER THREE

NEW YORK, *November*, 1928

$3.00 FOR THE YEAR
35 CENTS A COPY

Packaging Must Be Smart

That the Successful Package for Toilet Preparations Must Express Beauty and Symmetry Is Exemplified in Containers and Labels of Daggett & Ramsdell—Modern Equipment Used in Various Operations of Packing

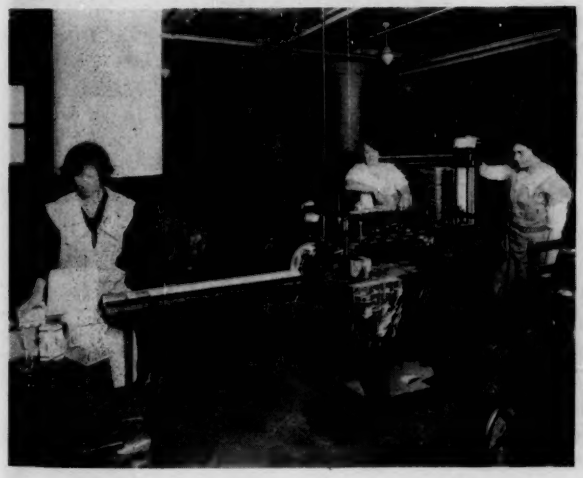
By F. A. RICHARDS

FOR 38 years Daggett & Ramsdell have been marketing Perfect cold cream. It was made and sold originally at their pharmacy located at 34th St. and 5th Ave., New York City.

Cold cream then, as now, was used to care for and protect the skin. It was sold on the dealer's *local* reputation. It was enough to know that Perfect cold cream was absolutely pure, compounded of the highest grade of ingredients, carefully blended. It looked like a medical product, packaged in the accepted drug-store fashion of the day. Perfect cold cream soon became popular with the patrons of the store. People liked it so well that Daggett & Ramsdell decided to advertise it. Perfect cold cream, therefore, has the distinction of being the first nationally advertised cold cream in the United States. Its fame spread rapidly, until today it is known practically the civilized world over.

As time went on, cosmetics came more into accepted use. The daily care of the skin became correspondingly elaborate, and there developed various kinds of cleansing, massaging and toning agents. In key with these changing times, Daggett & Ramsdell have added to their line. To meet the requirements of the modern woman they have developed Perfect cleansing cream for quick cleansing, and Vivatone, to tone the skin, and complete the treatment.

WHEN the new products were developed, a serious situation arose as to the packaging. It was recognized that the woman of today demands more than a scientifically compounded preparation. It is not enough to use the purest of ingredients—to develop products that are up to date. Their packaging must be smart. The modern woman wants her dressing table to be decorative as well as utilitarian. On the other hand, the visual impression of a line is of vital importance. Were the new products to be packaged like the old which is known to practically



Automatic machines carton and seal filled collapsible tubes



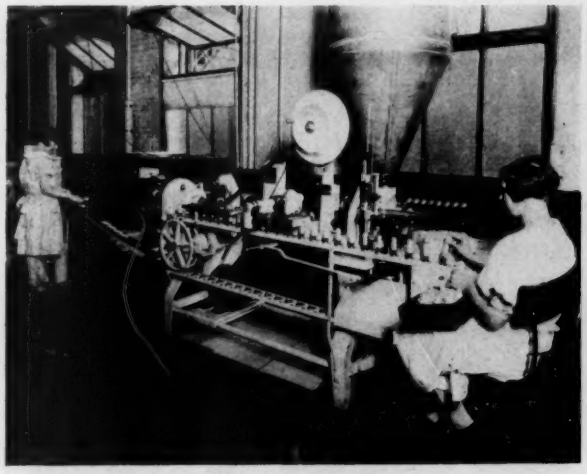
Labels are automatically applied to all jars

every woman in the country? Or was the reputation of 38 years' standing to be disregarded, and a modern package developed for the new goods?

After much experimenting with the new forms, a label was developed for Vivatone which followed the general color scheme of Perfect cold cream—brought up to date, however, in design, lettering and container. When Perfect cleansing cream was developed a short time after, the same general scheme of design was carried out. The key color used here, however, was pink, to emphasize the flesh-tinted contents. Together the Daggett & Ramsdell products look most attractive. They have visibility, beauty of design and color. They have a family resemblance—a line entity—and yet the new products say in no uncertain terms: "I am new—modern—smart. Use me."

THE very nature of toilet preparations and their use demand that every detail of a successful package express beauty and symmetry. Long before its contents are exposed, the package has delivered its message. For in the last analysis, a smart package goes a long way toward selling itself. And whether it is displayed on the dealer's counter or on the dressing table, it is a silent salesman—constantly selling the preparation it contains. Modern women are surprisingly alive to progress in design. They are almost studiously so in the day of wide window and counter display. It is not infrequently the case that long after the contents of some attractive jar or flacon de luxe have disappeared, the container still lingers on—too good looking to throw away. To the very last a silent salesman and a striking advertisement of the house that sponsors it.

That's good merchandising, and when good merchandise is combined with it, everybody profits—the maker, the dealer, and the modern, very smart ladies who must continue every day to grow younger and more beautiful.



One of the tube filling units at Daggett & Ramsdell plant



Semi-automatic filling of bottles

TOGETHER with the modern ideas in the design of their packages, Daggett & Ramsdell have also adopted up-to-date methods in their production and packaging operations. We find that, whenever possible, automatic equipment is being utilized to place the products in their containers, for labeling and for inserting them in and sealing the cartons. In the packaging departments there is an atmosphere of efficiency and cleanliness that is reflected in the neat appearance of the packages as they are prepared for distribution.

Cold cream and cleansing cream are filled into jars by hand, while for the vanishing cream, a plunger pump filling machine, having a capacity of 48 jars (2-oz. and 4-oz.) per minute is used. On all of these jars the standard labels as well as the direction labels are applied by machines.

Having in mind that a beautiful container is an unequaled sales argument for the goods it contains, Daggett & Ramsdell do not carton their vanishing cream. As may be seen from the front cover illustration in color on this issue, the jar used for this product has a delicate pink shade to emphasize the flesh-colored tint of the product. The top is of lacquered brass, covered with black baked enamel and hand buffed, which obtains a richness that is seldom equaled in packages of this type. These containers, when filled and labeled are packed (six in each) in knock-down corrugated boxes that are sealed with gummed tape for shipment.

As the cold cream jars (4-oz. and 2-oz. sizes) are filled and capped, they are fed to automatic cartoning machines which wrap the jars in strips of single-ply corrugated board, and insert them, together with booklet, in folded cartons which are fed, in knock-down form and automatically opened as needed, from a magazine attached to the machine. The flaps, top and bottom, are glued as the packages pass through the machine to be delivered on the packing bench. Here the completed packages are placed in corrugated boxes for shipment.

TWO separate units are used in the filling of collapsible tubes. Each machine is interchangeable for three sizes—$\frac{1}{2}$ in., 1 in. and $1\frac{1}{2}$ in. The empty tubes are placed by an operator on an endless belt which carries them, open end up, to a vacuum plunge feed that consecutively fills each one. The open end of the tube is then forced together, folded over, and a metal clip fastened over the joint. The filled tubes are then discharged on a belt which carries them to a packing table where they are placed in boxes or on trays for subsequent cartoning. This latter operation is not dissimilar to the method followed in the automatic cartoning of the cold cream jars. The cartoned tubes are placed, one dozen each, on one-piece folded boxes which are tied in an automatic tying machine.



One of the three labeling machines

In the filling of bottles, a semi-automatic and vacuum filler is used. An operator places six bottles in a slide which is then moved to a position directly under six spots or tubes that fill the liquid to the required height in each bottle. Filled, the bottles are then moved along—replaced, of course, by another group of six—to a table where the corks are placed in them. Viscous gelatin caps are then placed over the corks, allowed to harden, and after inspection are ready for the application of the labels. These are placed on the bottles by hand although the labels are passed through a device which applies the necessary adhesive. A feature of interest in connection with the Vivatone labels that are used is that the directions are shown on the reverse side of the label, and can be easily read from that side of the bottle, so that the appearance of the bottle and the attractive label are in no way detracted from. The labeled Vivatone bottles are then packed, six in each, in partitioned corrugated reshippers in which the empty bottles were received.

MACHINERY AND SUPPLIES

Cartoning machines: E. D. Anderson, Inc.
Labeling machines: Economic Machinery Co., Edward Ermold Co., Potdevin Machine Co.
Tube filling machines: Weimann Brothers.
Bottle filling machine: Karl Kiefer Machine Co.
Cream filling machine: Karl Kiefer Machine Co.
Tying machine: National Bundle Tyer Co.
Bottles: Hazel-Atlas Glass Co.
Jars: Hazel-Atlas Glass Co.
Metal tops: American Can Co., Scoville Brass Co., Metal Package Corp.
Collapsible tubes: A. H. Wirtz, Inc., Pennsylvania Collapsible Tube Co., Peerless Tube Co.
Cartons: American Carton Co.
Labels: Smith Printing Co.
Corrugated boxes: Hinde & Dauch Paper Co.

Advertising Containers

GOOD progress is being made in Germany in preparing for the publicity campaign to advertise the container industry as a whole to manufacturers and other users, according to *The Paper Container* of London.

Meanwhile, the various kinds of containers and boxes which are made by the industry have been classified to facilitate the work of the campaign, and these groups are given below as they deal with a scheme similar to the proposed cooperative advertising campaign in the British Isles.

1. Cartons and collapsible containers for postal, railway and other transit, with or without imprint.

2. Collapsible containers, with or without cloth-covering, boxes with sliding lids, boxes with protruding edges or with hinged cover printed with artistic finish.

3. Shoulder lid boxes, sliding and folding containers of soft material, round boxes, etc., in their various forms with fancy paper, colored print and embossing.

4. Cardboard boxes used in chemical and similar industries, round cornered or prepared specially by impregnation.

5. Containers used for shirts, stockings, collars, ties, handkerchiefs, gloves, underwear, finished clothing or material. Fancy boxes for soap, perfumery, gift boxes for Christmas and Easter in original designs.

6. Footwear containers, flat, stitched, scored and covered in all ways and manners. Containers used to promote facility in finding and handling goods.

7. Business containers. Stock boxes made of wood and cardboard for laundry use and drapery goods of all kinds, velvets, silks, cloths, knitted ware, feathers, etc., made of cardboard of strong texture, covered with paper or cloth material.

8. Luxury containers, confectionery containers, perfumery boxes and Easter-eggs, the covering material being the finest fancy paper, leather, cloth, linen, silk, wood or metal.

9. Corrugated board containers, egg containers with removable divisions, despatch boxes for finest vegetables and fruits.

10. Hat boxes of round, oval or cornered shape with cover of various sorts. Articles specially designed and produced for advertisement purposes.

11. Fancy goods containers, paper baskets, glove and jewel boxes for gifts, made of materials of special kind. Containers used as permanent holders of gifts.

12. Office utensils, sample cards, temporary and permanent files. Containers to hold papers or goods put aside for stock. Stationery cabinets and blotting pads.

13. Traveling containers, trunks, etc. Advertisement containers with handles. Bags and satchels made of strong and tough material.

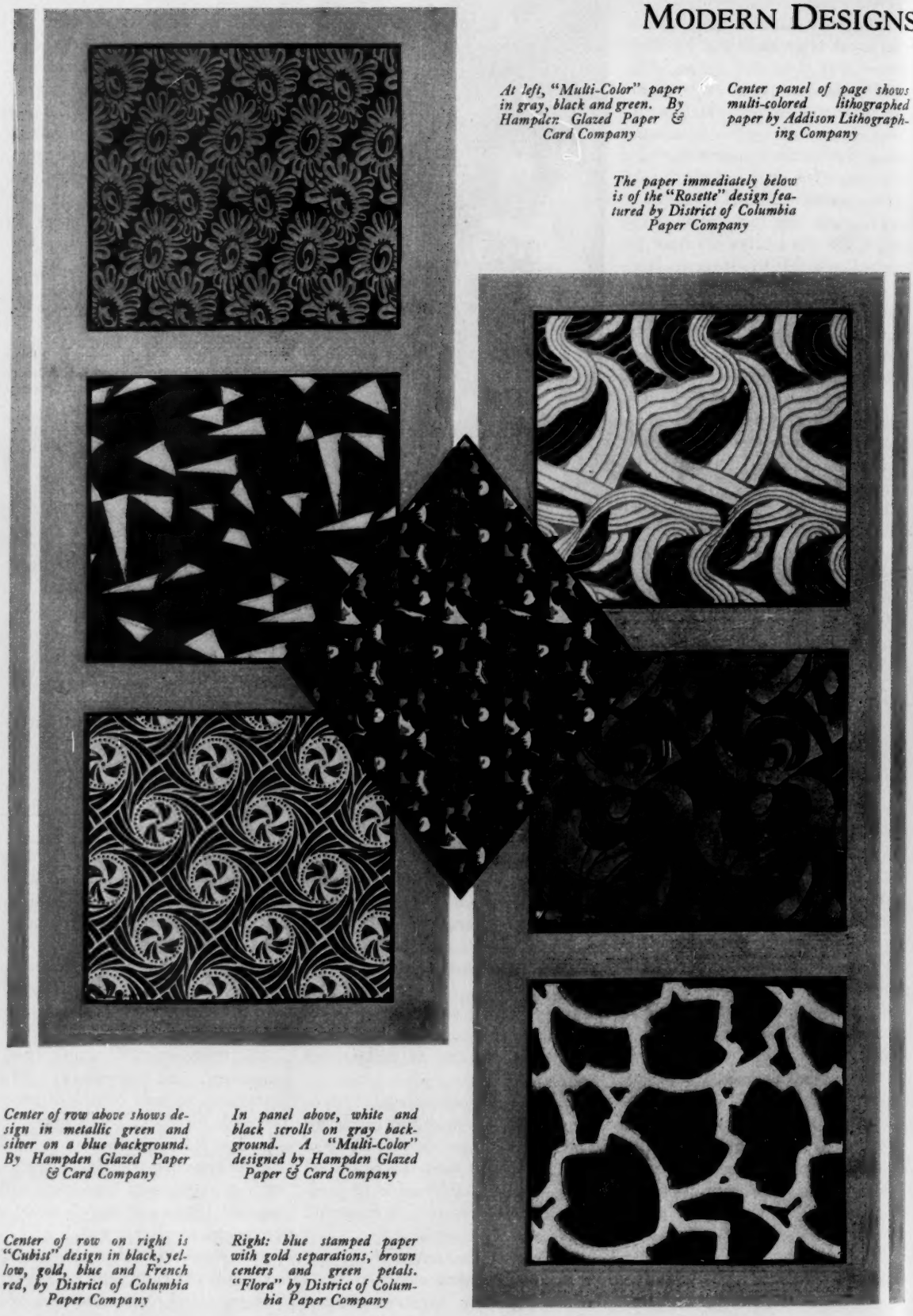
14. Games and toys in suitably manufactured cardboard containers. Streamers and other carnival goods.

MODERN DESIGNS IN

At left, "Multi-Color" paper in gray, black and green. By Hampden Glazed Paper & Card Company

Center panel of page shows multi-colored lithographed paper by Addison Lithographing Company

The paper immediately below is of the "Rosette" design featured by District of Columbia Paper Company



Center of row above shows design in metallic green and silver on a blue background. By Hampden Glazed Paper & Card Company

In panel above, white and black scrolls on gray background. A "Multi-Color" designed by Hampden Glazed Paper & Card Company

Center of row on right is "Cubist" design in black, yellow, gold, blue and French red, by District of Columbia Paper Company

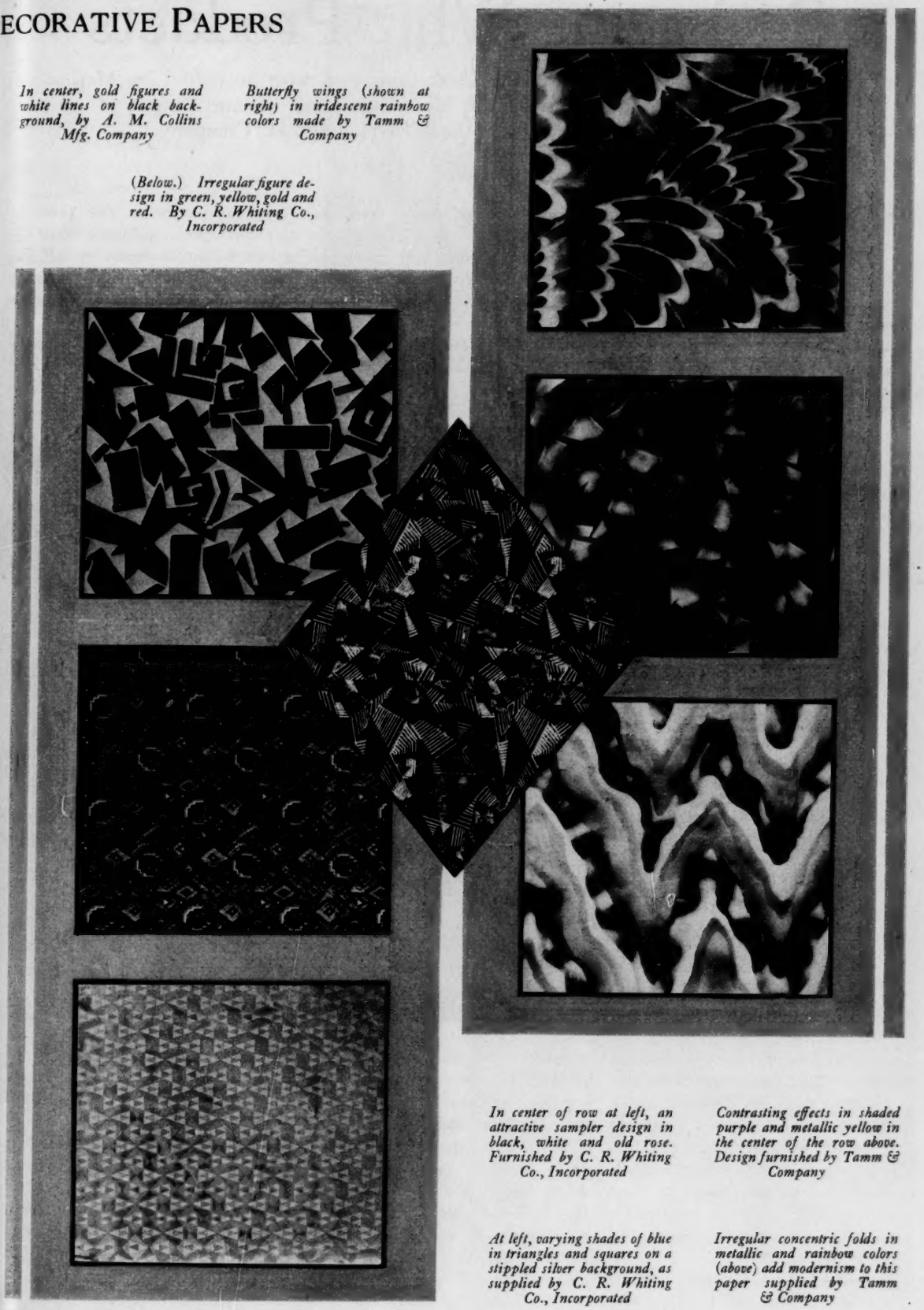
Right: blue stamped paper with gold separations, brown centers and green petals. "Flora" by District of Columbia Paper Company

DECORATIVE PAPERS

In center, gold figures and white lines on black background, by A. M. Collins Mfg. Company

Butterfly wings (shown at right) in iridescent rainbow colors made by Tamm & Company

(Below.) Irregular figure design in green, yellow, gold and red. By C. R. Whiting Co., Incorporated



In center of row at left, an attractive sampler design in black, white and old rose. Furnished by C. R. Whiting Co., Incorporated

Contrasting effects in shaded purple and metallic yellow in the center of the row above. Design furnished by Tamm & Company

At left, varying shades of blue in triangles and squares on a stippled silver background, as supplied by C. R. Whiting Co., Incorporated

Irregular concentric folds in metallic and rainbow colors (above) add modernism to this paper supplied by Tamm & Company

Packaging Whiz Products

Interchangeability of Filling and Labeling Units Combined with Straight Line Methods in Production of Containers Result in Economical and Volume Output of Packaged Products at Plant of the R. M. Hollingshead Company

By D. E. A. CHARLTON

"OUR best men at the top are usually those who make it a practice of going to the bottom of things" might well be a slogan of the R. M. Hollingshead Company, Camden, N. J. At any rate, it is a part of the policy of the company to familiarize its salesmen with various operations that enter into the manufacture and distribution of Whiz products. When one considers that the company manufactures and packages 75 different products for use on automobiles besides a wide group of household products, with an average of three sizes for each, it will be seen that the portrayal of such a scope of operations is no small task.

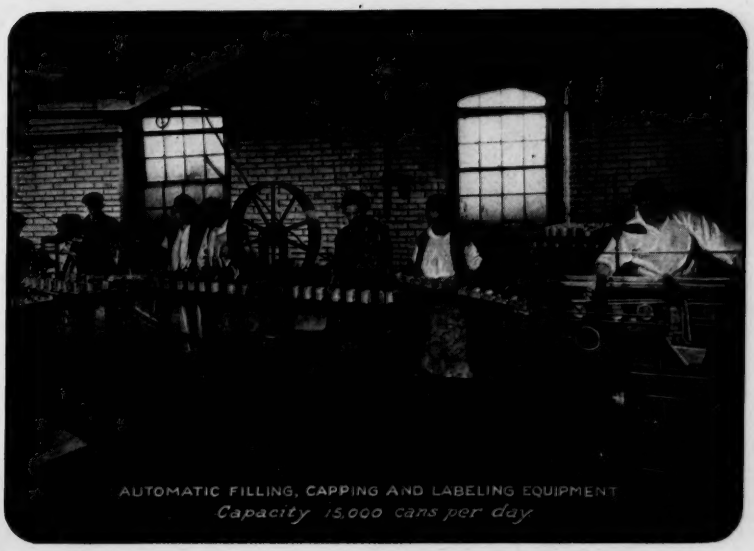

MAIN FILLING DEPARTMENT
Capacity 55000 packages filled and cased per day.

Briefly, there are seven groups which comprise the line of Whiz products: greases, soaps, dressings, enamels, cements, polishes and rubber patches. Not only does the company concern itself with the various processes of manufacturing of each group, as well as the packaging and other operations preliminary to the distribution of their merchandise, but in addition there is maintained at the plant complete equipments for producing lithographed tin cans, cartons, wooden shipping cases and all printed material used by the company. Naturally enough, the conducting of the several and different operations requires considerable auxiliary work on repairs and upkeep, as well as facilities for die, tool and pattern making, so that one also finds the necessary machine and power shops for these purposes. The plant at Camden, then, presents itself as a vast industrial center—a self-contained unit which produces its products complete from the raw materials to the finished articles.

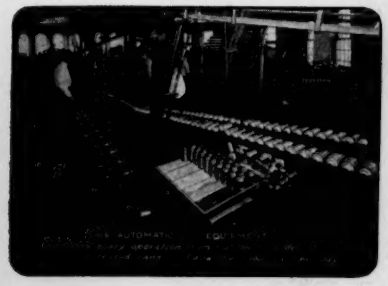
A word regarding the distribution policies of the company is of interest. There are 153,000 authorized dealers of Whiz products in the United States. The company maintains 22 branches located in the principal cities, travels 525 salesmen and, in addition to the Camden Plant, has a Canadian Plant located at Bowmanville, Ontario, with executive and sales offices at Toronto, Ontario, Canada.

Reverting, for the moment, to the first paragraph of this article, one might well ask how, with such a

widespread organization, it is possible to keep in touch with salesmen and dealers, giving them a complete understanding of the plant operations and what goes into the products they are selling. The answer is simple. Moving picture reels detail each of the various products and so keep those on the firing line posted.


AUTOMATIC FILLING, CAPPING AND LABELING EQUIPMENT
Capacity 15,000 cans per day

BEING "package minded" at the time of this most interesting trip through the Hollingshead Plant, I asked Mr. C. R. Sherman, general



manager of operations, for an opinion regarding their packages—the "why" of them. "We believe," said Mr. Sherman, "that 80 per cent of the sales value to the dealer in moving merchandise from his shelves depends on the package, and that is why we use five colors and varnish on our lithographed cans instead of two." It can, therefore, be understood that the R. M. Hollingshead Company takes its packaging problems seriously.

Considering the wide range of products that must be placed in individual containers, sealed and packed for shipment, it will be realized that many different types of equipment must be used, but it is interesting to note that, wherever possible, advantage is taken of interchangeability of the machines in use and adjustments adapted to different sizes or measurements. In the main packaging department we find seven complete units for the

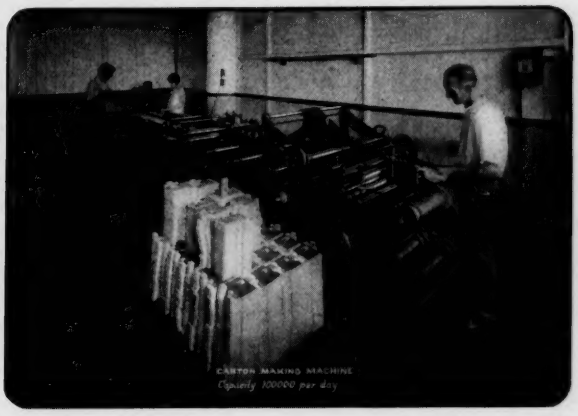


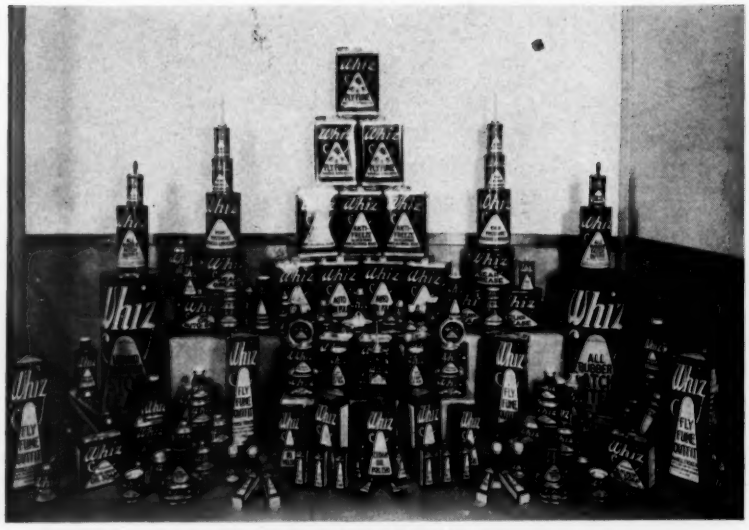
filling of liquid preparations. Of these, two include rotary gravity fillers, while the remaining five are of the vacuum type.

OBSERVING the operation of the former unit, as applied to the packaging of liquid dressings, the sequence is as follows: The cans, supplied from stock, are placed on a moving belt which carries them under filling spouts which discharge sufficient liquid to complete the filling; a double-tight compression cap is placed on each and the belt carries the line past the automatic capper—a drum flywheel—which securely fastens the cover in place. The sealed cans, following an inspection for defective workmanship, leakage and neat appearance, are then packed in wooden boxes and move by belt to a portable automatic nailer, where the covers are nailed on. After dating, these packed boxes are piled on lift trucks and removed to the shipping floor.

A modification of the packing of certain products, following the filling and capping operations, is the placing of the cans in metal edge display boxes or cartons. These boxes—



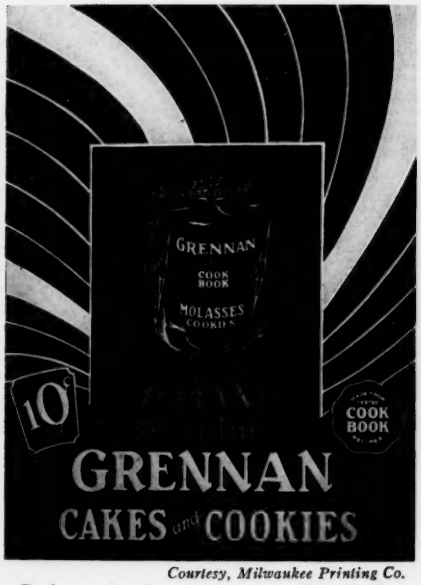



Whiz
Whiz
Whiz

Packages in Window Displays

Arranged with Suitable Copy and Decorative Material the Use of Reproductions of Containers in Accepted Publicity Medium Enables Manufacturer to Supplement Attention Given to Product in Retail Stores

THERE is no need to prove a case for window and counter displays. The fact that the annual expenditures made by retailers and manufacturers for display material totals $100,000,000 should be considered sufficient evidence to show the importance of this form of sales stimulation and appeal. The general functions of such displays, as they affect retailer and manufacturer, are stated by Carl Percy in his book, "Window Display Advertising," as follows: (1) Establish the character of the store and the character of the merchandise. (2) Sell the institution and its policies. (3) Specialize on certain profitable items depending upon the people drawn into the the store for the sale of other merchandise. (4) Feature special sales. (5) Endear the store to the public by window displays of general or civic interest.

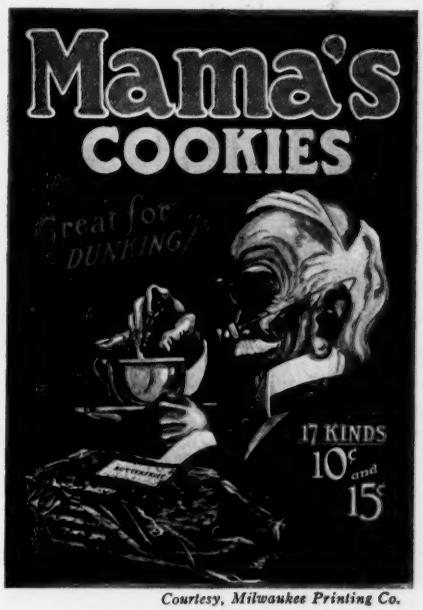


Courtesy, Milwaukee Printing Co.
Background and package snap up this display

Bearing in mind these functions, and considering that in order to obtain the most productive displays it is necessary in illustrations and copy to "make the merchandise being advertised assume a personal relationship to the prospect," it is interesting to "take stock" of the part that packages can play in this important field of sales promotion.

Assuming that the manufacturer, in the design and making of his package, has incorporated therein the essentials to attract attention, he is naturally concerned with the distribution of that package in as many directions as possible. The package appears on the shelves and counters of the retailer and wins a recognition in proportion to its comparative value with other packages used to contain similar or different products. In newspaper, magazine and other forms of advertising, he reproduces that package, emphasizing, perhaps, some of its outstanding features—utility, convenience, shape, color, etc.—and this publicity furnishes an excellent tie-up with the retail-store showing of his containers. What is more logical, then, than that he should continue the use of his package as one of the features in his window display?

Mr. Percy, in the book above referred to, has outlined rules of conduct for getting the right appeal into display material, as follows: "Remember first you appeal to an audience that is on its feet and moving. Your idea must take the place of the thought that is in the mind of the passerby, but you must have first the device to attract attention to your thought whether it be design, color or statement. Your appeal should be so designed as to be of as nearly personal interest as possible to your prospect. By direct statement, inference or the employment of device of common knowledge, your



Courtesy, Milwaukee Printing Co.
Suggesting the use of the package shown



Courtesy, Munro & Harford Co.
A grouping of packages, display cartons and display is attractive



Courtesy, Munro & Harford Co.
Panel display for group products

In the Grennan display a striking effect is obtained through the use of a colorful background which accentuates the transparent wrapping of the package. The package is given further prominence by means of a cardboard strip on the back which enables it to stand out beyond the surface of the card. On the display in the opposite column the caricature is used in conjunction with the package to show a utilization of the contents. The Laco display with its grouping of packages and display cartons carries a feminine appeal as well as an impression of imported quality for the product.

The Dromedary display offers a most effective tie-up for group products, being a window or display piece that makes use of interchangeable panels that feature each of the several packages in the group. The spirit of the brand name, "Dromedary," is evident in the background of the main design, and this is further supplemented or individualized as to the particular goods by smaller uprights or cards that carry actual size cartons which

idea must make the passerby relate himself to your idea or, in other words, bring himself into the picture. In the arrangement of the elements of the display, put your main appeal in the center of the stage, subordinating your supplementary appeals or sales arguments. Vitalize and dramatize by action or word whenever possible. Avoid passive action or passive statements."

Given an outstanding container design, each of these points can be realized—and in many cases, supplemented—by the use of the package. With the package as one of the elements of a display it is possible to incorporate one or perhaps more of several buying motives. The appeal may be made to any one of the following motives: health, pride, price, human traits, operation or convenience.

The accompanying illustrations show a selection of several examples of well-designed and well-executed displays that incorporate packages and indicate a variety of appeals that may be utilized. In all of these, well-blended colors are used and in each case a true reproduction of the actual or enlarged packages appears.



Interchangeable panels as used in display above



Courtesy, Einson-Freeman Co., Inc.
An effective featuring of packages in window display

contain the product. The center panel features in enlarged size a reproduction of the package for a particular showing, together with the application or use of the product, appetizingly displayed.

The Ex-Lax display offers an excellent example of human appeal and leaves no doubt as to the effectiveness of this packaged product. The package, while lacking many of the elements that characterize a container that sells by its appearance, is, nevertheless, "spot-lighted" most effectively and cannot fail to create a favorable impression.

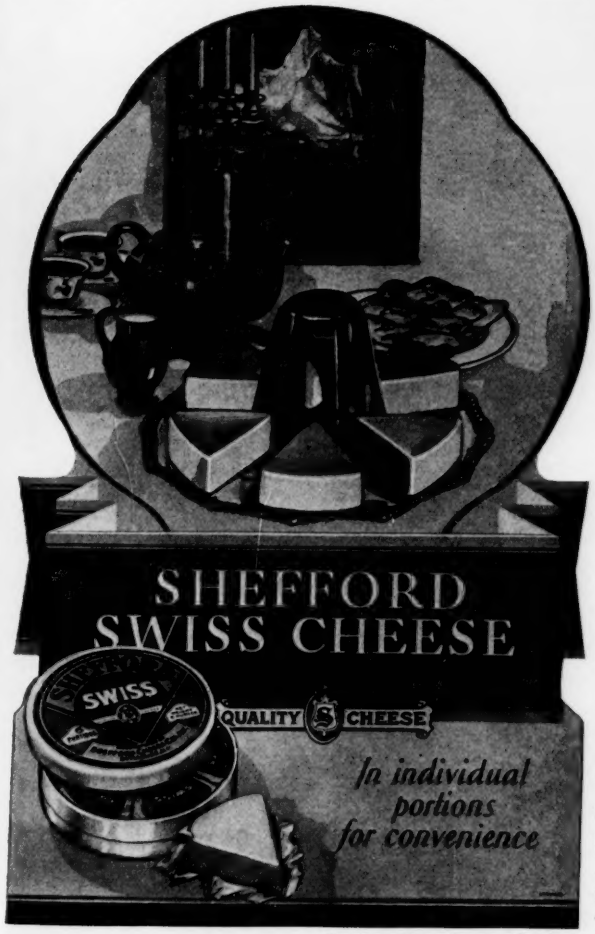
The use of food product packages are particularly applicable to treatment in window displays, for this permits the manufacturer to show the container as well as a reproduction of the product itself in a characteristic setting. This is well shown in the illustration of the Shefford Swiss Cheese display. Here we see the illustrating of other food stuffs which are commonly associated with the branded product which is advertised. In the Silver King Fizz display the package quickly catches the eye without detracting the customer's attention from the supplementing sales message. The effect of modernism is obtained with concentric rings of shaded color.

"It would seem logical," states Mr. Percy, "to presume that when dealers understand a few of the basic principles of displaying merchandise, and when the advertisers themselves are in accord on what is and what is not good practice, the number of inadequate, cheap and offensive window displays will be greatly diminished. Inasmuch as there will then be a reluctance on the part of the dealers to display anything but the finest type of window display advertising, it will be a question of the law of supply and demand operating, with the result that the supply of displays will be of a character to satisfy the demand.....It is already being shown that the window display has a circulation value which makes such an investment seem entirely within the realm of reason. The very high character of these displays should and will insure a higher sales value."

If, then, a manufacturer has designed his package sufficiently attractive to compel sales from the retailers' shelves and counters, it is reasonable to believe that the utilization of that same package, dramatized in a window or counter display which supplements with arresting or intriguing information relating to the quality and application of his product, secures a better and more profitable hold on his market for sales. Furthermore he is cashing in on the investment which he has already made in his package design and the plant equipment necessary to produce the package.



Courtesy, Theo. A. Schmidt Litho. Co.
The package in a modern setting



Courtesy, Einson-Freeman Co., Inc.
An appetitizing display ties in the package

THE Louis K. Liggett Co. has purchased the MacLean chain of drug stores in Chicago. With the aquisition of the fifteen stores in the chain, Liggett will have a total of thirty stores in Chicago.

Packaging Bakery Products

Modern Merchandising Plan of J. S. Ivins' Son Includes Use of Variety of Containers for Biscuits, Crackers and Cakes—Automatic Wrapping in Glassine Paper and Packing in Metal Tins Assure Freshness of Goods

By EDWARD THOMPSON

THE manufacture of uniform and quality products to conform with its slogan, "Purity has made us famous," has been the business of J. S. Ivins' Son, Inc., Philadelphia, bakers of biscuits, crackers and cakes, since 1846. During the Mexican War the company served the Government in supplying hardtack and biscuits to the soldiers, and similar service was likewise extended in the Civil War. Such a record, coupled with the fact that the company has always maintained a policy against price discriminations among its customers, has placed it among the front ranks of baking establishments in this country.

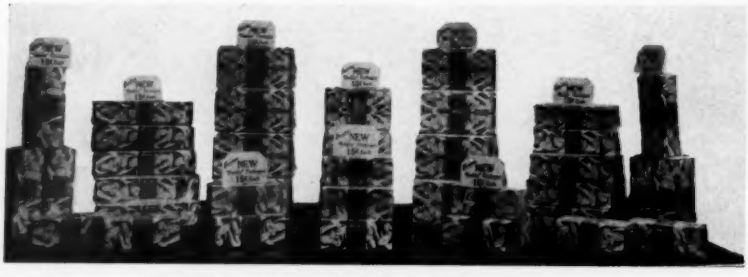
Naturally, the problem of distributing the various products which are made at this bakery—including about seventy items—to meet present-day merchandising ideas involves a plan of packaging and package design. That this has proved an acceptable plan to the company and its customers is evident in the success that has followed the sale of Ivins' products.

The containers used for the various sizes and weights of packages are large containers, small tins (round and square), caddies or ques, wrapped and unwrapped cartons. The decorative designs used in each of these groups vary to some extent, but the name Ivins and the company trade mark are displayed in all so that the "family resemblance" is evident, and each package is properly identified as a member of the Ivins line of biscuit, cracker and cake products.



Wrapping of cartons in glassine paper is automatic

THE "Reddy" tin line—so named because of the dominating color used on the lithographed containers—consists of round and square tins which contain the following: Butter Jumbles, Sweet Maries, Gingerettes and Lunch-on-Thins in the square tins, and Cheese Flakes, Grahams, Saltines and Lunch-on-Thins in the round tins. The square lithographed tins are provided with a hinged cover and fastener, and display on the front side a lithographed illustration of the biscuits contained, in natural colors. Packing of these is by hand, a corrugated parchment paper being used on the bottom, top and sides, with parchment paper between the layers. When filled, these tins are packed, one-third dozen of each, in chipboard boxes and tied in an automatic tying machine for subsequent placement in shipping containers. The round tins are similarly packaged but make use of a plain parchment liner. These tins are provided with close-fitting covers that keep the container airtight and moisture-proof so that the freshness and crispness of the contents are maintained at all times. The decorations on these tins are in keeping with what might be termed the "spirit of the occasion;" for instance, the graham cracker tin displays a school and playground scene as well as a repro-



The "Reddy" package line is glassine wrapped

duction of the product itself. The tins are packed six in a craft paper bag with a descriptive label on the top end.

While it is not within the scope of this article to deal with the various operations preliminary to the actual packaging work, a brief mention should be made of the methods used in preparing certain special cookies.



A display grouping of the "Reddy" tin line, J. S. Ivins' Son products

So-called cake blanks as they arrive from the baking ovens are carried by belt under a series of hoppers containing the various icings or coatings needed and, after the latter have been applied, move on for cooling and conditioning in a temperature-controlled room provided for the purpose. For the preparation of the softer cakes, an ingenious "trolley" system is provided. This permits the blanks to be placed on small hooks and so carried through the coating baths or troughs where the coatings needed for each group or variety are applied. Assortments of these varieties are packaged in knock-down cartons provided with slotted liners or partitions, checked on scales for weight and placed in corrugated shipping cases that are sealed with gummed tape.

SPICED cookies and some of the other similar varieties are packed in set-up boxes. As a "Hallowe'en" special on the former, characteristic wrappers are placed on these boxes and together with suitable window display material the dealer is assisted in his sales during that period.

Stitched ques or caddies of chipboard, glassine lined, as used in packing bulk goods, are filled by hand and the covers or tops automatically stitched on. Glass display covers for use when the tops are removed are provided for the retail trade. Pulpboard strips and layers are placed in the ques as they are packed, to separate the cookies and prevent breakage.

The "Reddy" package line which consists of Spiced Wafers, Butter Pretzels and Pretzel Sticks, in addition to the numbers included in the "Reddy" tin line, are packed in parchment paper-lined, knock-down printed cartons. They are then placed in a magazine which feeds an automatic wrapping machine that wraps and heat seals each package in glassine paper. These are then wrapped, six to a bundle, in glazed craft paper and sealed for placement in shipping cases.

MACHINERY AND SUPPLIES

Wrapping machine: American Machine & Foundry Co.
Stitching machines: H. R. Bliss Co.
Gluing machines: Potdevin Machine Co.
Tying machines: National Bundle Tying Co.
Scales: Exact Weight Scale Co., Toledo Scale Co.
Lithographed cans: Acme Can Co.
Cartons: H. H. Russell Co.
Paper (glassine, waxed, parchment): Warren Manufacturing Co., Hammersley Paper Co.
Caddies: Morris Paper Mills.

Packaging Whiz Products

(Continued from page 34)

giving the name of the product and contents. The cases are then assembled by means of an automatic nailing machine and conveyed, as needed, to the floors where packing is done.

Window displays, posters, labels, paper boxes, circulars and other printed matter are designed and composed in the advertising department for subsequent production in the print shop. The latter includes a complete equipment for all of the printing required in the various departments of the company. There is also provided a paper box machine for the making of such cartons and display containers as are used in the packaging of Whiz products.

One of the most interesting as well as one of the most complete departments is the rubber plant. This department, with its large rubber mills and calenders and also equipped with slitters, rewinding tables, curing ovens, etc., manufactures Whiz rubber patches from pure latex rubber.

In the same building with the rubber plant, the Whiz organization has a complete sheet metal department equipped with automatic machinery for making all of their own metal display racks. These are fabricated, dipped in enamel and baked in automatic ovens. It is on these racks that Whiz merchandise is displayed throughout the United States and thirty-eight foreign countries.

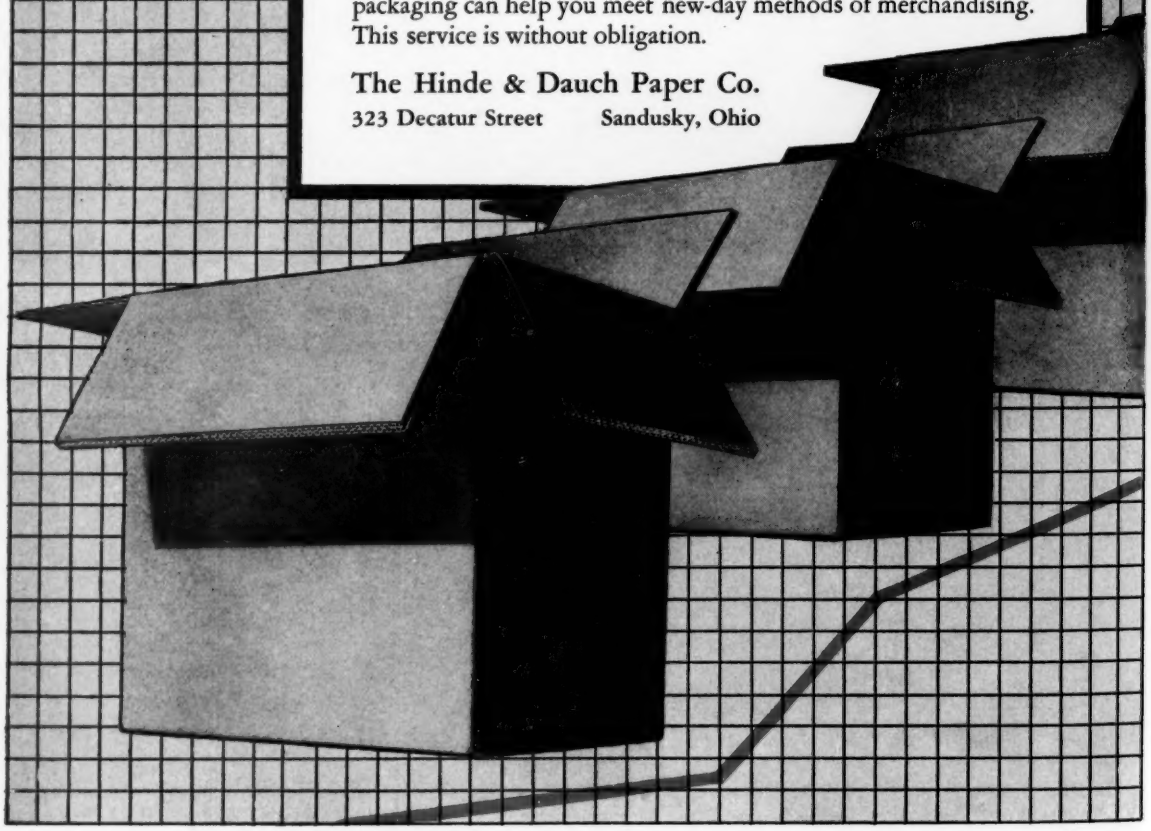
The UPWARD Trend shows how *"new-day"* merchandising can be met

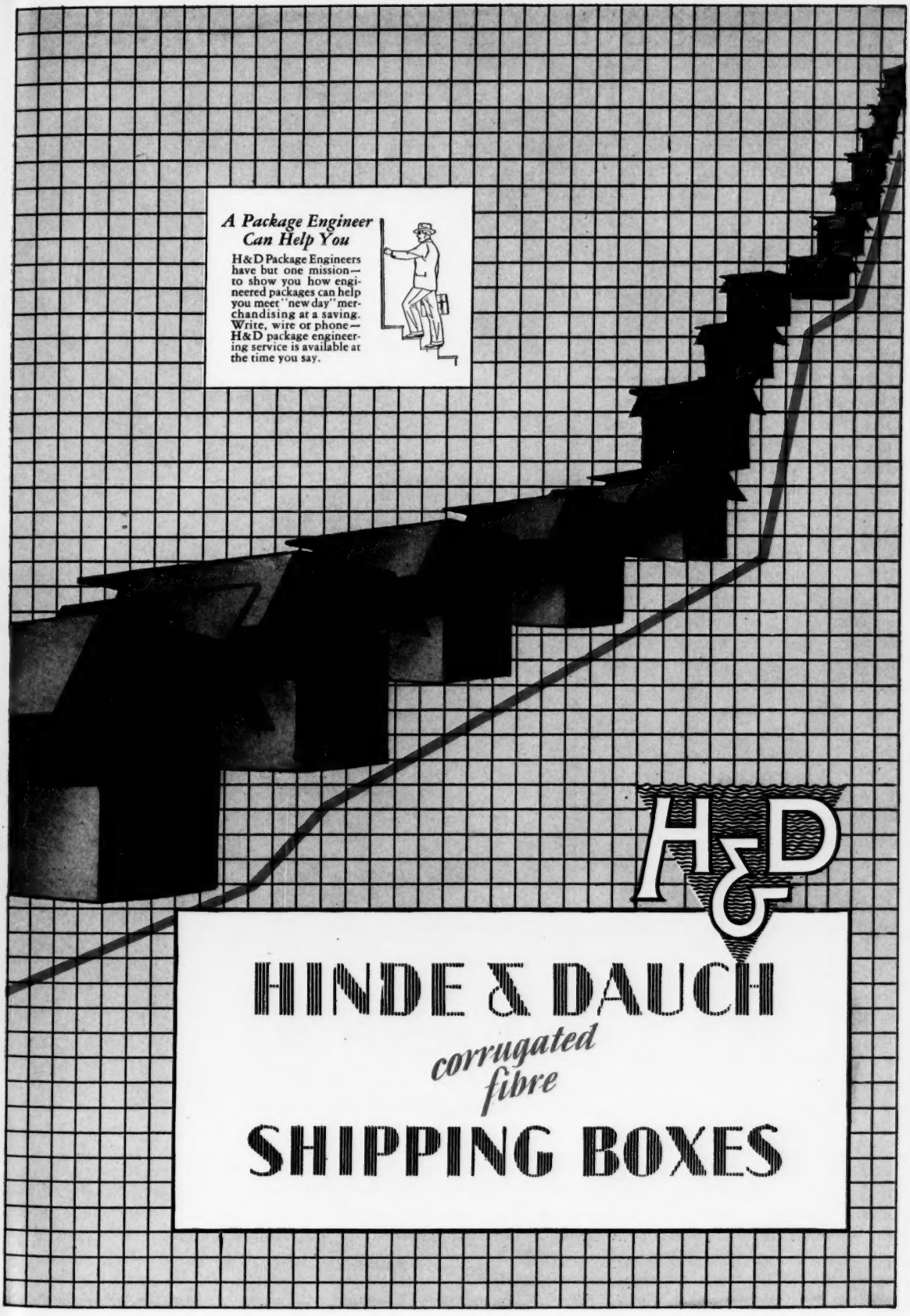
FROM the day the savage first wrapped a peace offering in forest leaves, the problem of packaging has faced mankind.

'Tis a long road from that first package of leaves to the twenty-one modern H & D plants producing millions of corrugated fibre shipping boxes each year. But new-day methods of merchandising have demanded more and more, better and better packaging.

Purchasers in every field are using H & D products because Hinde & Dauch has kept a weather eye to industry and its packaging needs. Today 50 H & D package engineers are ready to study your present ways of packing and show you how engineered packaging can help you meet new-day methods of merchandising. This service is without obligation.

The Hinde & Dauch Paper Co.
323 Decatur Street Sandusky, Ohio




A Package Engineer Can Help You
H&D Package Engineers have but one mission—to show you how engineered packages can help you meet "new day" merchandising at a saving. Write, wire or phone—H&D package engineering service is available at the time you say.
H&D
HINDE & DAUCH
corrugated fibre
SHIPPING BOXES

Adapting Packages to Modernism

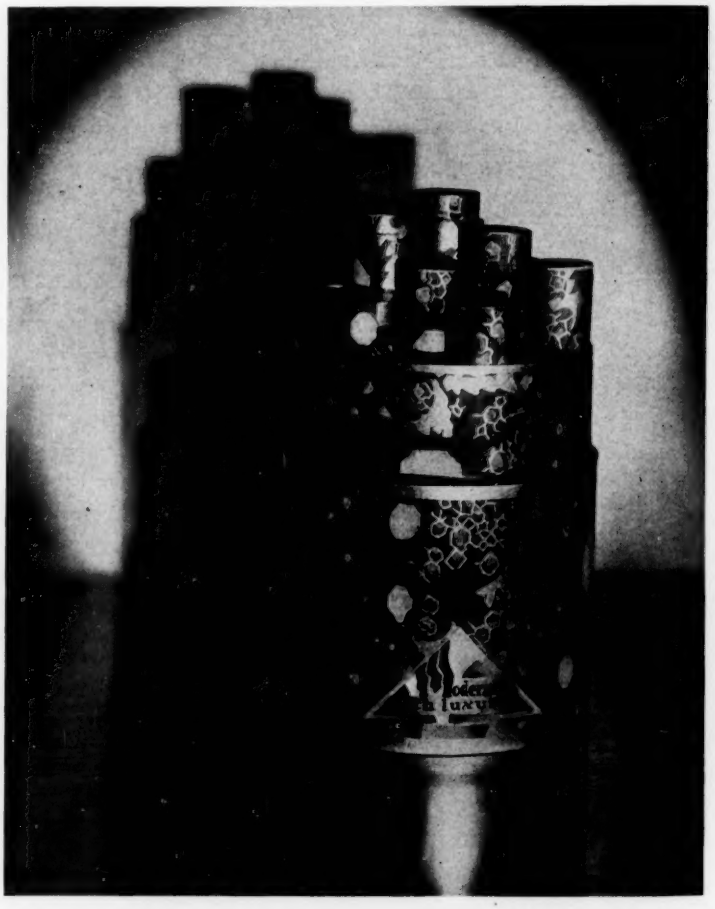
Simplicity and Color, as Shown in Architecture and Interior Decoration, Influence Design of Containers for Larger Percentage of Products—Elimination of Trite Details Achieves Sales-Compelling Beauty

By CHARLES KERKOW
Interior Architect

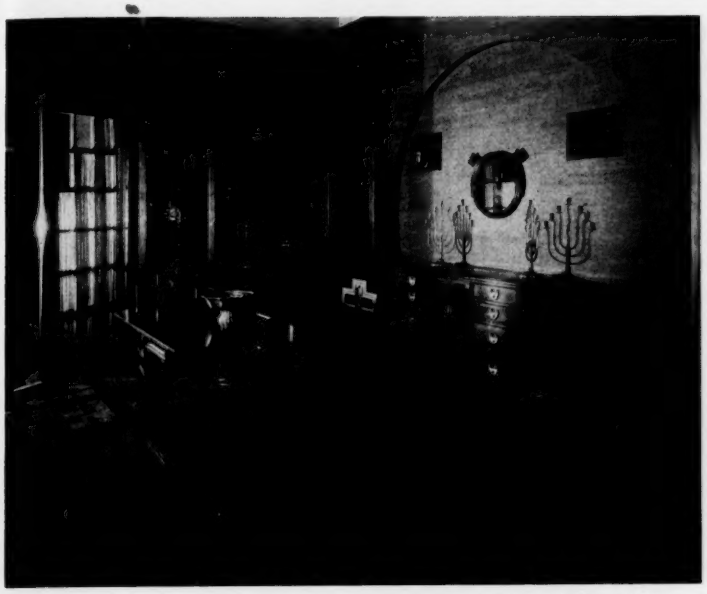
THE present-day woman is a close follower of changing styles. A recent newspaper publicity blurb tells us that the department stores in the city are using television to get the last minute designs from Paris to their local designers in New York City. Woman must have the latest from Paris a couple of hours after it is shown for the first time at the house of the Master Couturier. She can't wait the four days that it takes the fastest transatlantic boats to bring the sketch from Paris. Nor does this just apply to the wealthy New Yorker, as it is also true of the small town which will get the same designs a few days later from the newspapers in syndicated style articles.

Statisticians tell us that 80 per cent of the buying of cash products is done by the American woman. If this is true and the American woman follows styles in dress so carefully and avidly, will she not be influenced by her taste in buying other products? The latest style developments come from France or other European countries noted for any particular dominance of their products. What is the packaged product and the design of the package doing to keep abreast of this rapid change in style?

MODERN art in the home is the latest style. The success of the exhibits in the department stores of New York have clearly shown that the sophisticated American woman will accept modernism in her home. It is but a question of time now when a larger percentage of American homes will be seriously considering a change to the modernistic. A furniture company which claims to have the largest furniture production in the world has established a bureau of designers to seriously consider how the new movement can be applied to mass production of furniture. There are already several French firms importing modernistic furniture. There is one furniture company in the Middle West advertising its products under the name "Dynamique." Manufacturers of hangings have for some time been making their designs more and more modernistic. This is true of the Stehli Silk Corporation whose Americana silk collection is receiving acclaim not only in the department stores of this country but in the museums. This new movement is not new to the designers and manufacturers of products for luxurious purposes. More and more perfumes



Courtesy, A. P. Babcock Co.
A bath salt package of modernistic design



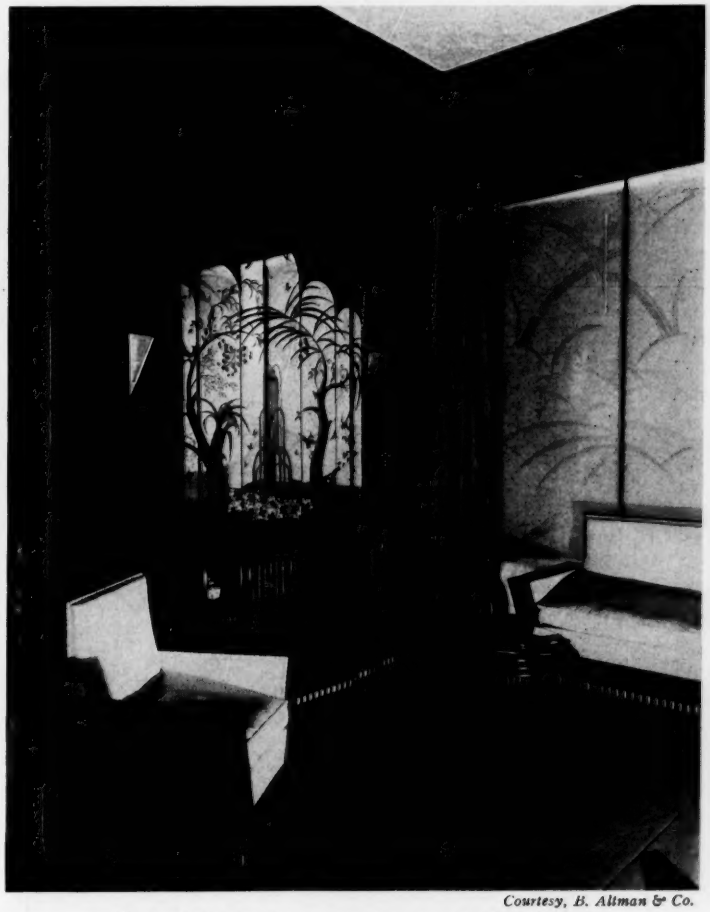
Courtesy, B. Altman & Co.
Breakfast room in a new design by C. B. Falls

have definitely become modernistic in the style of their bottles and the style of their boxes. Manufacturers of bric-a-brac and various small articles such as statuettes and sculptures have heeded the call of modernism. Check up any copy of *Vogue, Vanity Fair* or *Harpers' Bazaar* and you will see that the larger percentage of packageable products advertised in these magazines have packages and containers carried out in the new movement.

Color is coming into the kitchen. The old-style range with its dust collecting filigree is almost a rarity in the homes of America today. In no new house that is built do the cabinets have an overabundance of molding and gargoyle ornamentation. Many of the floor coverings sold today are in checkered patterns that are suitable for a modernistic treatment of the walls and kitchen furniture. The new cry in the kitchen today is simplicity of form in the furniture and color on the wall hangings. These two factors, simplicity and color, are the primary features in modernistic design.

Take the case of the bathroom. Development of new materials in the growing use of vitreous enamel has done away with the legs of the tubs around which dirt collected. Instead there is the massive base of the tub running right down to the tile floor. The old-style nickel soap cup is being replaced with the vitreous enamel soap dishes built right into the wall. The stands of the basin are now heavy and large. The color scheme in the modern bathroom is either white or one or two primary colors. In the tile floors and walls, simplicity and color are again the dominating features.

EDUCATED in the new taste that is the modernistic art movement, the American woman, America's purchasing agent for the packaged product, will find any packaged product not in harmony with the dictates of this new style unpleasant to her. Consider the woman whose bathroom typifies the latest in the modern movement. What will be her reaction upon opening the door of her bathroom cabinet in finding there a soap, a medical, a drug accessory not done in the tests that she has acceded to? Will she not invariably reach for that package that fits into the new scheme of things in her life? Will not this be the



Courtesy, B. Altman & Co.
Modernistic effect in a conversation room by Steele Savage

identical case when she is in the store making her purchases? Not being a doctor, or a chemist or a food expert, will she not have greater confidence in the product so packaged as to connote its up-to-dateness and general appropriateness in her mode of thinking?

In the kitchen, for instance, where color is riot and design sophisticated, will a rococo or buckeye design on packages of foodstuffs enhance the value of that room which her interior decorator or her woman's magazine home decoration specialists have decreed the *dernier cri?* Will it not naturally in her mind relegate itself to the out-of-dates? A subtle point perhaps, but buying motives, especially where women are concerned, have always been subtle as the makers of beauty preparations can vouch.

IF the manufacturer of packaged products and the designer and makers of packages wish to bring their packages in tune with this new style, they should remember that in the main the new style is striking. Let their designers become artists in leaving out. Rather than put on a package a design of leaves, a rosette, a delicate border motif just to snap up the package, let the designer think rather of elimination as the poster artists do. The successful package designer must follow the same laws as the poster designer. He must attract attention favorably. He must tell as much message in as few words as possible, always keeping his message simple. He must express the spirit, the quality of the product in its package (or for that matter in the poster). Lucien Bernhard, who until his advent to this country some eight years ago was Germany's leading poster artist and an exponent of the new modernism, is, according to his own dictates, an artist in leaving out. He learned the trick when he first started his career and his great success has been due to it.

The artist in leaving out will find his package designs tremendously emphatic and attention getting. He will find them in harmony with the modernistic spirit which is an emphasis on the simple. And through this simplicity in the elimination of trite details he will achieve a new beauty that has already brought sales to the luxury manufacturer.

In this connection I am reminded of an anecdote showing the possibilities of beauty in the new modernism. The Wiener Werkstaette of Austria, precursors of much of the present modernistic wave, commissioned Professor Hoffman, the creator of the black and white in decoration, to design for them a trade mark embodying their firm initials and yet decorative enough to be used on wrapping paper. This was done. Not long after, Poiret, the famous French couturier, adapted this design and made dresses therefrom. A trade mark on a wrapping paper had been sufficiently artistic for the premier designer of dresses in the world to think it worthy to clothe the Duchess.

Getting the Inside Out

Ingenuity Applied to a Standard Candy Box Permits Full View and Assures Protection of Contents

THE box in the accompanying illustration when in a closed position does not differ to any marked degree from many of those that we have been accustomed to see in retail stores which handle confectionery. We see the padded top, the extended edges, the decorative features and the other characteristics of a standard confectionery box. But there is a difference—a difference that may be noted in the illustration. On raising the lid which is hinged on the box cover and occupies the position of the padding or rounded portion of the ordinary box top, the top layer of candy is visible through a transparent protective covering. The design which appears on the box top in closed position is duplicated on the other side so that when the lid is raised as shown there is full display of the decorative material and the trade mark. This box is well named the "Review Package," for not only does it obtain protection of the contents while on display but it also offers the customer an opportunity to see the goods he purchases or is about to buy.



Courtesy of Milwaukee Paper Box Co.
A "Review" package which displays and protects its contents

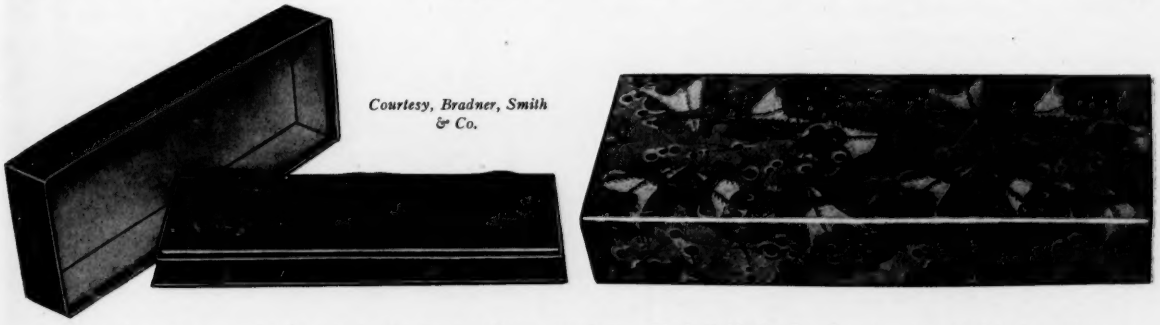
Park & Tilford Organize Chain Stores

THE incorporation of a $20,000,000 grocery chain store organization to be known as the Park & Tilford Retail Stores, Inc., has been announced. It is planned to make the four New York stores the nucleus of a chain of 1000 stores throughout the country selling goods at chain store prices. Negotiations for the acquisition of existing chains of grocery stores are reported to be under way in various cities.

Decorative Wraps for Soap

Individual Coverings Synchronize with Papers Used for Containers and Give Pleasing Effect to Package Assembly

THE wrapping and boxing of toilet soaps offer a wide use in the application of decorative papers. In the accompanying illustrations is shown a two-piece, paper-covered, set-up box in closed and open positions. As may be seen, the designs in the cover paper and the wrappings are somewhat similar although each carries different colors, and the effect as a counter, window or shelf display is quite striking. The base of the box is provided with a die-cut frame of colored cardboard that permits the insertion of the individual cakes of wrapped soap and also provides a pleasing background. In wrapping the cakes, a sheet of white tissue is first placed around the soap, and then the decorative wrapper. The latter is secured with a gummed seal which bears the trade mark.



Courtesy, Bradner, Smith & Co.

Decorative paper-covered toilet soap box in closed and open positions. The individual cakes of soap are wrapped in decorative papers of various colors and matching designs

Among Package Users

A Summary of News Notes Relating to Prominent Manufacturers or Companies Who Regard Packaging as an Important Factor in Their Production and Merchandising Plans

BRISTOL-MYERS Co., New York, makers of Sal-Hepatica, Ipana tooth paste and other pharmaceutical products, has purchased Frederick M. Ingram Co., Detroit. The Ingram company's best-known products are their shaving cream and milkweed lotion.

THE Walgreen Co., Chicago, has purchased the George B. Evans Drug Stores, of Philadelphia. With this purchase, the Walgreen Company owns about 180 drug stores and will operate more than twenty others, bringing the number of stores in the chain to more than 200.

A new plant for the Campbell Soup Co. to cost $3,000,000 is being built on West 35th St., Chicago, Ill. The first unit of the plant comprises 800,000 sq. ft. of floor space, and the plans call for the construction later of an additional unit which will provide a total of 1,050,000 sq. ft. of manufacturing space. The main building will be a six-story reinforced concrete structure flanked by three-story buildings on either side.

ANNOUNCEMENT has been made of the consolidation of the Postum and the Calumet Baking Powder companies. The Postum company acquires the Calumet company through an exchange of stock, although the latter company will continue its present sales policies and distributing system.

THE Commander Larabee Co., Minneapolis, has purchased the Thornton & Chester flour mill in Buffalo, N.Y. The Commander Larabee Co. now has 7 mills in 3 important milling centers, 7 in Kansas, 7 in the northwest, and one in Buffalo.

THOMPSON'S Food Co., Waukesha, Wis., maker of Thompson's Malted Milk, has been acquired by The Borden Company, Inc., New York. The Thompson company will continue as an independent unit.

THE Kroger Grocery and Baking Co., New York, has completed negotiations for the taking over of the 109 Piggly-Wiggly Stores and 43 Kohn Stores of the Missouri and Illinois Stores Company, located in St. Louis and surrounding territory. The acquisition of these 152 additional stores brings the total stores under Kroger operation up to 4787.

PURITY Bakeries Corp. has arranged with Cushman's Sons, Inc., New York City, to have the operation of the wholesale baking business of Cushman's placed under the management of Purity Company. Purity owns and operates through its subsidiary companies thirty-four plants located in twelve states. It has recently acquired the controlling interest in the stock of the Dixie Baking Company of Texas.

THE Sanitary Grocery Co., Inc., Washington, D. C., is planning to unite with Safeway Stores, Inc., Baltimore, Md. At present Safeway operates 993 grocery stores, 289 markets and six bakeries.



A Race for the Swift

IN a recent address at the national convention of the Society of Industrial Engineers, held in Rochester, N. Y., Ray M. Hudson, assistant director of the Bureau of Standards, Department of Commerce, stated that while careful planning and scheduling, labor-saving machinery and progressive assembling, scientific purchasing and material control, time study and standardized operation, personal management and wage incentives have all contributed to lower costs of production in industry, there is still a great opportunity to cut costs and assure profits through their wider application and use.

"Profitable management," said Mr. Hudson, "also requires anticipation of, and insurance against, sudden shifts in the public taste or fancy. That it is not a matter of chance of when to change the style or redesign the product. Management's opportunity for cost reduction through research along the distribution side of business is tremendous. Studies of present channels or avenues of distribution, the methods employed in each of the actual routes over which goods move, the ways in which goods are packed and shipped, the types of containers used, the machinery and equipment for handling goods in transit—every one of these subjects can be studied with profit."

Those who have made a careful study of the production problems of packaging work and the utilization of the package in the distribution of goods appreciate that the full possibilities of each of these, as they apply to the several industries in which packaging is a factor, can be fully realized only when the results of construction research are applied. In the many examples of what we term package successes, we find that the plans that have been followed in the several details leading up to the ultimate production of a package have been the result of a coordination of all considerations that enter into the design and construction of the container, its filling and closure and the subsequent utilization of the promotional faculties of the package. In these successes we see the realization of what packages can do for distribution, and through them establish standards for other manufacturers who seek greater distribution for their merchandise. But these standards are changing, due to the very plausible reason that competition in distribution is fully as keen—if not more so—as in actual production so that the manufacturer who enjoys the successful package of today must not lag in his efforts to improve his package, lest he be outdistanced by those who take advantage of advances that are continually and rapidly being made in every branch of package design and packaging work.

"We are in a new era of business, one in which scientific investigation, application and control are playing a most important part," states Mr. Hudson. "Rule-of-thumb and empirical methods must give way to the new order. Profits are no longer the difference between new ideas and old ones, new methods and out-of-date ones, new equipment and obsolete." Truly, in the field of packaging the race is to the swift and the winners are those who meet the stride set by modern machinery and methods for producing and distributing packages.

Simplifying Glass Containers

THE announcement, made elsewhere in this issue, of the appointment of a committee to make a survey of production and demand on the varieties and types of bottles used in the beverage industry, and from the results obtained work out a recommended list of sizes, heights, capacities and other specifications for consideration and adoption, is of interest to all those manufacturers who package their goods in glass.

As pointed out by certain manufacturers of bottles, the trend has been away from standards and simplification rather than toward them, this condition being brought about by increasing demands on the part of the packers for "something different."

Labeled bottles have already become more or less standardized, due in no small measure to the cooperation of the manufacturers of automatic labeling machines and the fact that the packer can secure attention for his product by means of outstanding designs applied to the label. In the case of special types of containers where shape or design are used as an advertising feature for the goods, any question of simplification must be held in abeyance pending the outcome of the Haugen Container Bill.

Beyond these two groups, however, there is still a fertile field in which the committee can work. Elimination of intermediate, odd and smaller sizes as well as a reduction in the number of shapes offer substantial reductions that cannot be overlooked.

Characteristics of Good Labels

FROM a series of practical tests it has been possible to determine the qualities necessary to a good label. "An old-fashioned label, or one that closely resembles others in competing lines, places a handicap on any product. An attractive, easily-remembered label, on the other hand, builds lasting good will and speeds up sales all along the line. A good label distinguishes its product from others, at a glance. It attracts the attention of the new prospects. It helps to sell—as well

as to tell—what is in the package." So writes Frank J. Schick, in *Printed Salesmanship*.

Briefly stated, Mr. Schick tells us that the desirable characteristics of good labels are five in number, namely, color, simplicity, individuality, standardization and group harmony. Color or a combination of colors will be remembered and associated with the product. Simplicity places no tax on the memory—the more simple the shape and design of the label, the easier it is to remember. Legibility or lack of ornateness in design—individuality—receives foremost consideration. Standardization, which is applicable where more than one product of the manufacturer is to be labeled, is very desirable inasmuch as it serves to identify other products of his group. A label which makes a good appearance as a single unit may appear to disadvantage when part of a multiple display, so that group-harmony, or continuous design, adds to the attention value of the products on the dealer's shelves.

Since all of these qualites brought out by Mr. Schick refer primarily to label design, another point that is worthy of attention in this connection is the position occupied by the label on the package. The placement of a label on a bottle, can, jar, carton or other container influences, or should influence, original design to a considerable extent, particularly with the so-called "spot" labels. If more than one of the latter are used on a single container, their placement is likewise a matter of careful study.

"Different" Containers Needed

THERE is today a continuous and increasing demand for containers which are made of different materials than those which have been accepted as adequate in the past. Perhaps one of the best examples of such a statement is the increasing use of round fibre containers instead of metal, although where such substitutions have been made, the change has taken place because of the ability of the newly adopted material to meet requirements without detriment to the enclosed merchandise.

This demand offers unlimited opportunities not only to manufacturers of containers and container materials but to users of packages as well, for there are many of the latter who maintain their own research laboratories for purposes of determining the best methods of procedure in their packaging work.

As an example of the possibilities in this direction, we recently received an inquiry from one of our readers requesting information on a fibre or combination of fibre and foil food container, suitable for holding liquids and semi-liquids which, because of their constituents, do not require sterilization. The products to be packaged have pronounced acid characteristics, they must be hermetically sealed and they are placed in the container at a temperature of about 190 deg. F. Further, the packages must keep their condition for a considerable length of time, probably several months after being filled.

Admittedly, this order is not an easy one to fill but with the expectation that a questionnaire to some of the important manufacturers of container materials would produce sufficient information to point out a solution of the problem, we submitted the inquiry to several. It was surprising to learn that none of the companies could offer a definite answer excepting to the effect that the requirement is so formidable as to make an investigation unprofitable at this time.

Before long, together with other equally tough problems, solutions will be found for such needs, for packaging, as the most logical of distribution and merchandising means, is far from its ultimate development.

Progress in Black Printing

AN almost unlimited use of color, as applied in the decoration of packages, has been made possible through the rapid development of multi-color printing which has increased to a remarkable extent during recent years. Little has been said, however, about the advancement of black printing and while it is true that certain limitations as to its use on packages are undeniable, there are advantages in improved black printing already utilized in other illustrative material, that have an application to packages.

In many advertisements we see solid black backgrounds and parts of the design or picture printed in solid black. Principally these advertisements relate to wearing apparel for men and women, although many other lines of merchandise are pictured in much the same style. The halftones are made especially for the finest black printing and show various shades of gray in addition to the portions of solid black, the white paper forming essential parts of the picture. The solid black detail of the halftones are never stippled or grained, and this treatment results in the handsome appearance of the black pictures in these advertisements. Such illustrations, in the opinion of many artists, printers and advertisers, present the subjects to greater advantage than if printed in multi-color.

The successful results obtained from improvements in this type of printing, and its acceptance in the field outlined, merit the consideration of designers who are seeking new ideas to apply to package decoration.

A Five-Foot Shelf for Packagers

OPINIONS differ as to what books should be included in a serviceable reference library that pertains to specific operations or considerations of any given industry. It is realized that, like a woman's dress, the scope of such a library should be short enough to be interesting but long enough to cover the subject. In our serious consideration of a "five-foot shelf" for packagers, we believe that the book, "Packages That Sell," merits an important position. We invite discussion and suggestions on other volumes to be similarly placed.

Changing a Hardware Package

How an Alteration of Color and Modification of Trade-Mark Design as Applied to Containers and Container Displays of the Rawlplug Company Aided in Increasing Sales

By MAX SCHULTE

Sales Manager, The Rawlplug Co., Inc.

WHAT a change of color of package and counter display container, together with a slight modification of the trade mark logotype, can do to make the package more attractive to the buyer's eye, and so increase sales and widen distribution of the contained product, is exemplified in the Rawlplug household outfit sold through hardware stores.



The present packages and display carton

In 1921 the Rawlplug, manufactured by the Rawlplug Co., Inc., New York City, was introduced to this country. It is a fibre screw anchor that will hold screws fast in plaster, brick, tile, concrete and wood, differing from the ordinary screw anchor in that a smaller hole is required and, despite the smaller and therefore more convenient size, holds a million times its own weight.



Before the change of color and design

At the time of the introduction of the Rawlplug there was no such thing as merchandising known in the sale of similar devices. Like nails they were considered a staple commodity and were in that sense not sold but bought. The Rawlplug is sold in large quantities to electrical contractors, builders, plumbers and industrials. The device is easily adaptable to the smaller repairs that the handy man about the house might make, so a household package was prepared to be sold through hardware retailers.

THE average householder did not know of the existence of any article that would hold a screw fast in bathroom tile, cellar and plaster walls. He knew a carpenter could do the trick but he did not realize there was readily available in stores a simple device which he himself could use to accomplish this. Hence, merchandising was a necessity. To accomplish this purpose a metal container was used. The colors were drab yellow for the background with black lettering that emphasized the natural tin color. "Household Outfit" in large lettering at the top identified the package. A trade mark signature design illustrating the product in use added a sales touch. The name of the manufacturer at the bottom completed the top of the package. On the bottom the uses of the product were listed and these uses sloganized.

The packages were sold to the hardware retailer in a display carton containing twelve packages, labeled on the sides with the trade mark signature cut, the name "Household Outfit" and the price. The top of the box was illustrated with a sales message so that the retailer could conveniently display the entire carton on the counter or in the showcase when he had one. This container was printed in drab yellow as a



New display stock and sales case

GOOD COMPANY

JUST as a man may be known by the company he keeps . . a carton manufacturer can be judged by the customers they serve. With no attempt at selection or classification we list some of the well-known customers of the Sutherland Paper Company.

National Biscuit Company. . Kroger Grocery & Baking Company . . . Loose-Wiles Biscuit Company . . . Liggett-Meyers Tobacco Company . . . Zonite Company . . . Procter & Gamble . . . Reid-Murdock Company . . . Reid Ice Cream Company . . . D. L. Clark Company . . . Diamond Crystal Salt Company . . . Colgate-Palmolive-Peet Company . . . Smith Brothers . . . J. S. Kirk Soap Company . . . Kellogg Company . . . Bauer & Black . . . Mentholatum Company . . . Iodent Chemical Company . . . Fairmont Creamery Company . . . Kraft-Phenix Cheese Company . . . Deforest Radio Corporation . . . Armour & Company . . . The Cracker Jack Company . . . Kimberly-Clark Company . . . Lever Brothers . . . Dwinnell-Wright Company . . . American Seedless Raisin Company . . . Queen Anne Candy Company . . . Twinplex Sales Company . . . Schrafft's Candy Company . . . National Candy Company . . . Kingan & Company . . . The Creamette Company . . . Bunte Brothers . . . Church-Dwight Company . . . Swift & Company.

Sutherland
Paper Company
Kalamazoo, Michigan

New York Office, 51 E. 42nd St., 'Phone: Vanderbilt 10377
Chicago Office, 80 E. Jackson Blvd., 'Phone: Harrison 0813

background to match the box. Red and black lettering and arrows called attention to the device and its uses, through illustrations.

While this attempt at merchandising was not outstanding as compared with what the Rawlplug company uses today and with the latest standards, it was far ahead of that employed by similar devices. Sales increased in a satisfactory manner and distribution grew. As the company produced Rawlplugs in larger quantities manufacturing costs decreased until it was possible to reduce the price of the household outfit to fifty cents at retail. Sales increased again with this reduction.

But the company was not satisfied with the sales volume. The situation was studied. Executives surveyed many hardware stores. They noticed the types of display used by other hardware products. They investigated the subject of colors and their pulling power. They looked for "bugs" in the merchandising of the Rawlplug household outfit, and they found some.

THE trade mark device showed the Rawlplug and a screw with which it was used, both in use and fastened in a segment of wall. Tied in with this exhibit was the name Rawlplug and nothing else to explain the product. Because the sale of the Rawlplug was largely an educational job in familiarizing the user with a new method, this trade mark device was changed to present more clearly the advantage of the Rawlplug. The design finally selected showed a screw partway inserted in a Rawlplug. Above the screw was the name, "Rawlplugs," below it the sales message, "Fibre Screw Anchors Hold Screws Fast."

In addition to this step toward better merchandising it was decided to change the color of the counter display container as well as the package. The study of colors and the pulling power of each color indicated that Persian orange could be spotted quicker than any other. Its natural complement was black. The new color scheme was one color less than the old which was drab yellow, red and black. In order to save expense the same display container was used and the same package design, with the exception of the altered trade mark signature. This meant that the same printing plates could be used almost entirely, with the additional cost of the new trade mark cut being nominal.

ALL the printed matter used in selling the Rawlplug was adapted to the new colors. In addition to this change of color, a display stock and sales case was made up and offered free to the retailer. This display case was filled with a suitable range of Rawlplugs for individual and quantity sales where the household outfit did not suffice, and the stock it contained sold for a little over a hundred dollars at retail. Designed to stand on the counter this display case was 10 in. deep, 14 in. wide and 17 in. high. The front part told the story of the product and displayed it in use. The back part facing the sales clerk contained five shelves filled with Rawlplugs, besides a drawer for Rawldrills and Rawldrill holders. The background color of the case was black, some of the lettering Persian orange with green for further emphasis.

For those retailers that would not accept this display case there was evolved a cardboard display $4\frac{1}{2}$ in. x $12\frac{5}{8}$ in. on which were displayed the full range of Rawlplugs and the screws sizes that fit them. This card was designed to be hung on the wall of the store, displaying the message thereon as well as the product and its advantages and also serving as a convenience item in determining the correct size Rawlplug for the job to be done. The colors of this display were Persian orange and black.

Since this new color scheme and change of trade mark logotype were put into effect in 1925, the sales of the Rawlplug have jumped three times their volume. Part of this increase is due to the natural growth of our product in the understanding of the product by the electricians, plumbers and mechanics. But a greater part of sales may be attributed to the stress that has been placed on the merchandising possibilities of the package, its display container and the display rack.

The lesson of the success of Rawlplug is well worth the study of other manufacturers selling in the hardware field where as yet merchandising is not sufficiently practised.

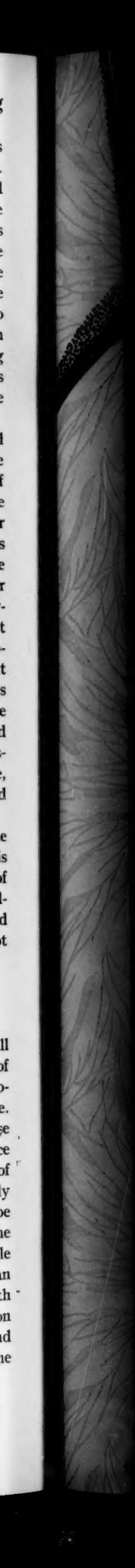


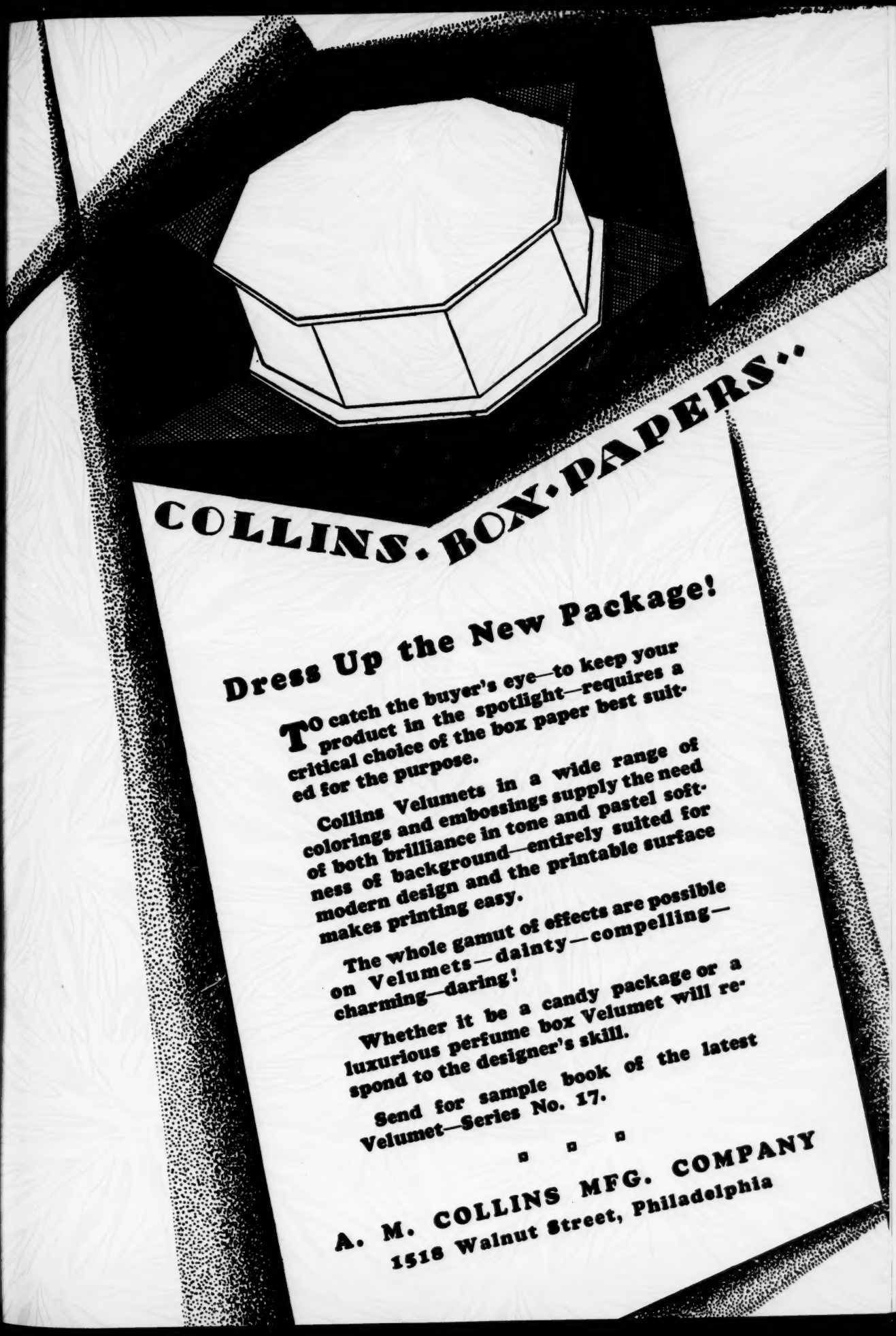
The old package and its contents

Tying Small Packages

IN France most packages of small size are tied so that a loop of twine about three inches long projects from the top of the package.

This idea has possibilities for use by stores in this country to reduce the number of wagon deliveries of small packages. A small, firmly tied package will more readily be carried by the customer and the added loop of twine makes it possible to carry more small packages than the usual method of tying. With the approach of the holiday season and the use of decorative tapes and cords this method will add to the decorative effect of the package.





COLLINS · BOX · PAPERS ··

Dress Up the New Package!

TO catch the buyer's eye—to keep your product in the spotlight—requires a critical choice of the box paper best suited for the purpose.

Collins Velumets in a wide range of colorings and embossings supply the need of both brilliance in tone and pastel softness of background—entirely suited for modern design and the printable surface makes printing easy.

The whole gamut of effects are possible on Velumets—dainty—compelling—charming—daring!

Whether it be a candy package or a luxurious perfume box Velumet will respond to the designer's skill.

Send for sample book of the latest Velumet—Series No. 17.

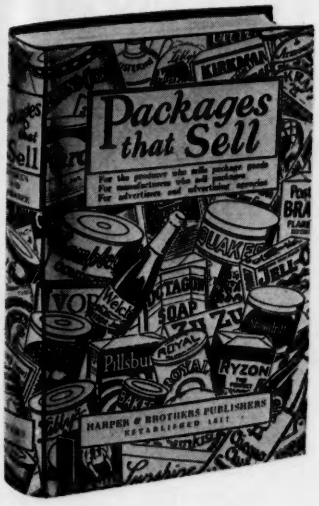
▪ ▪ ▪

A. M. COLLINS MFG. COMPANY
1518 Walnut Street, Philadelphia

Just Published!

D. E. A. CHARLTON, in his enthusiastic review in MODERN PACKAGING, says:

"This book is the first attempt to put in concrete and usable reference form the many and various factors that must be given consideration in the selection of a successful package. It represents a logical answer to the question: 'How can packages be made to sell more goods?'"



Packages that Sell

By

RICHARD B. FRANKEN *and* CARROLL B. LARRABEE

Formerly Packaging Consultant, Robert Gair Co., Lecturer on Psychology of Advertising, New York University Editorial Consultant "Modern Packaging"

Editorial Department, Printers' Ink and Printers' Ink Monthly

An Invaluable Working Guide for:

Package Manufacturers

In creating new markets for all kinds of packaging materials; in better serving customers by creating packages that will increase business.

Manufacturers and Merchandisers of Packaged Goods

As a practical manual for sales stimulation; in opening new retail outlets by scientific packaging; in selecting in advance the best package for the product.

Advertising Agencies

In advertising packaged products; in conducting research for new or better packages; in opening new markets for packaged products.

Some questions here answered:

What are the factors of usability by dealer and consumer, that the successful package must take into account?

When should redesigning of the package for a successful product be considered, and

What are the specific problems which must be faced?

How can the bargain appeal be utilized in the design of the package?

What are the psychological factors in the choice of color?

What types of package tops have been used—for greater utility, as well as attention value?

What methods are effective in choosing a trade name?

What are the special functions of package inserts?

When should, and should not, the novelty package be used?

What are the best types of illustration for various products?

How must the advertisement and the package work together for increased sales?

What are the special considerations in packaging for export?

When can the assortment and gift package be used to advantage?

HERE is an encyclopedia of facts—as they have been tested and shaped in actual successful experience—on every phase of how to package.

If you make, sell, or advertise packaged goods, or if you make packages or any of the materials going into them, you will want this book to get complete answers to:

1. How modern packages, and every part of them, can be made to stimulate sales.

2. How you can use scientific methods, and the experience of others, to determine in advance the best practical way to handle your packaging problems.

This volume, the result of ten years of experience and study, discusses simply, clearly, yet authoritatively, the special problems, the advertising and merchandising possibilities, of packages of all sorts—glass, tin, foil, tubes, boxes, parchment paper, bags, cloth, etc.—in a way to help you decide on the kind best fitted to your needs. In the hundreds of solutions of actual problems presented, you are almost certain to find one which is uniquely applicable to your case.

The authors discuss in detail: color, size, typography, illustration, trade mark, etc. Novelty packaging, packaging for export, usability, redesigning packages of already successful products, the possibilities of sample packages and inserts, getting a family resemblance between members of a line, yet preserving their individuality—all receive expert treatment. There are many illustrations.

The discussions of scientific experiments to determine the size, shape and appearance of packages will be found particularly helpful as showing how manufacturers like Wheatsworth, Kleinert, Beechnut, Gorton-Pew, United Drug, and others, have learned from consumers themselves, rather than from personal judgment, which package would aid sales most. Methods of conducting tests, precautions to take, etc., are fully described.

A Merchandising Handbook

THE attack that makes this book particularly valuable is that every fact is interpreted in the light of *sales*. This, with the actual experience presented, makes it a handbook of the best advertising and merchandising methods, showing the advantages of package merchandise to manufacturer, middleman, retailer and consumer.

Here is explained how some manufacturers, by skillful repackaging, have opened entirely new retail outlets for their products. How others have used the large sales of the leaders in their line to increase the sales of every other item—almost entirely by packaging. Or used the prestige of an established line, to insure success for a new product.

There are practical, helpful discussions of how packaging can help solve one of the most important problems of modern merchandising—getting the dealer to display the package on counter and in window; and of how the package can be used to carry the desire created in newspaper, magazine, and other advertising, *to the point of sale.*

The authors of this book are two of the foremost authorities on packaging in the country. This book is the result of their long experience, and the experience of many other packagers whom they consulted to get the information for this book.

Sent Postpaid for FREE Examination

NO advertisement can convey to you the wealth of information contained in this book. Let us send you a copy so that you can examine it, and see how it will help you solve your own problem. The order form will bring it to your desk for ten days' free examination. You will quickly see what an invaluable working tool it will be for you in your business.

328 Pages **Price $5.00**

Use This Coupon NOW!

HARPER & BROTHERS, MP-12
49 East 33rd Street, New York.

Please send me for FREE EXAMINATION, one copy of

PACKAGES THAT SELL—$5.00

☐ At the end of ten days I will remit $5.00 in full payment. Or if I find that the book is not all that you claim, I will return it to you and owe you nothing.

☐ I enclose my check for $5.00.

☐ Please send C. O. D.

Name.....

Address.....

Business Connection.....

(PLEASE FILL IN)

Winning Trade Mark Recognition for the Package

The Problem of Protection Against Copying or Counterfeiting of Containers a Complex One for Those Who Seek Country-Wide Privilege

By WALDON FAWCETT

IF there is one phase of policy and practice which more than any other finds an increasing number of packagers groping in a fog it is the question of making a trade mark of the package. Theoretically, it is easy enough, in a physical or material sense, to make a package serve as a medium of quick recognition for the contents. The only riddle on that side of the subject is whether or not it is worth while—whether it pays—to dress a package in a way to instinctively suggest to the beholder the character and origin of the contents. No; where the rub comes is not on the feasibility of conjuring a parcel into a trade mark but on the score of official recognition.

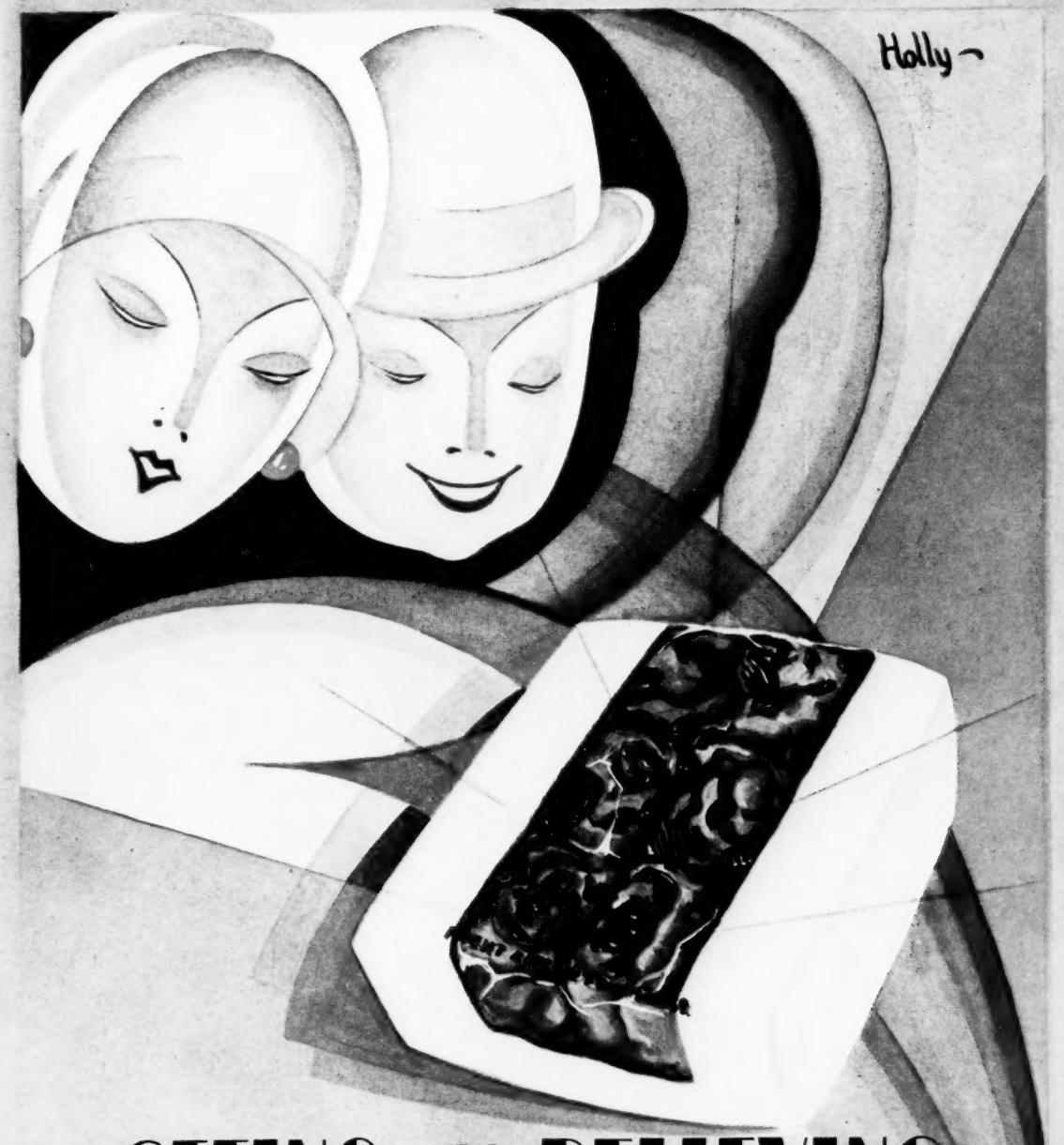
Why recognition, anyway? Well, because upon official recognition of package individuality depends the kind and the amount of protection which a package originator may claim against imitation or infringement. That, needless to emphasize, is becoming a decidedly important matter in this highly competitive age Not that this generation of packagers is any more wicked than others. But simply that, as the business field becomes more and more crowded with marketers doing pretty much the same thing, there is increasing danger of package duplication. "Doubling" that, in some instances, is unconscious and unintentional. No matter how come, though, repetition of established package form or attire is not a menace to be taken lightly when so much depends upon cumulative good will in business.

BEFORE we examine more closely into the complications of the trade mark mission of the package, perhaps we should have a passing glance at the influences that are stampeding packagers to this technique. Dimly at least, every packer has realized the urge and impulse upon him. But not even package engineers, all of them, have paused to analyze cause and effect and the relationships of the new forces, one to the other. Advertising considerations have much to do with it. The new cult of capitalizing the advertising value of the package offers an incentive to make the package a trade mark to the end that the package may be pictured in newspaper, magazine and outdoor advertising as the one infallible clue in specification. Likewise, to put the package into trade mark guise that it may automatically proclaim the identity of its contents as it stands on store shelf or counter or is flaunted in the show window. That, by-the-by, is the sort of service that has made a demand for the all-face, four-sided package, which has "front" no matter which way it is turned.

More subtle persuasions there are, helping to draft the commodity carrier as its own mark of merchandise. One of these is the ambition to simplify the shopping of children, servants, the illiterate and the foreign-born who do not speak or read English. The distinguishable package speaks a universal language. In some trades, where unauthorized refilling of original containers is a problem, safety is sought in the package that is in itself a trade mark. Not least as an inducement to lend trade mark dignity to the package is the gathering vogue of the "permanent" receptacle—the gift or display package—and the so-called double-purpose package which is preserved for other utilitarian purposes after it has served its original function. What better, by way of advertisement and reminder, than the holder which retains a trade mark identity despite a change of occupation?

ALL of which is but another way of saying that because the trade mark potentialities of the package have increased, so has there loomed in proportion, the problem of protection against copying or counterfeiting. To the packagers who have not been disillusioned it all appears so easy. Aren't labels copyrighted or "entered" or whatever you call it? Why not enroll an entire package cover or wrapper as a label? Or, better yet, why not register the package in its entirety as a trade mark? There is a tradition which must have some foundation that a certified trade mark is better than a label even if the label has the best of credentials. By all means, then, it should be a trade mark, this package that is to sell on its shape or on the color of its makeup.

Just here, unbeknown to many packagers, our plot thickens. In some of the separate states of the Union registration of a package as a trade mark is practicable. So far so good for the trader who is content to confine himself to local trade or intrastate commerce. But how many a forward-looking packager is willing to thus restrict his distributive horizon? No; he wants a country-wide franchise, if any. Federal recognition is something else again. Uncle Sam, on this subject, is revealed in a coy and contradictory attitude. He seems to say to the packager, seeking a self-contained trade mark, "You may," and, in the same breath, "You may not." The Government, as it were, blows hot



SEEING *IS* BELIEVING

Cellophane is sweeping the country. Educational advertising is teaching the public to demand protected merchandise. It is not necessary to teach them to LOOK at what they are buying.

Naturally Royal was the first to apply Cellophane to the paper bag to keep abreast of this new trend in packaging. This new paper bag with a Cellophane-face is more than a package — it is a selling force that is worth many times the slight increase in cost.

LET US DESIGN YOUR PACKAGE

THOMAS M ROYAL & CO

SEVENTH AT GRANGE AVE
PHILADELPHIA PA



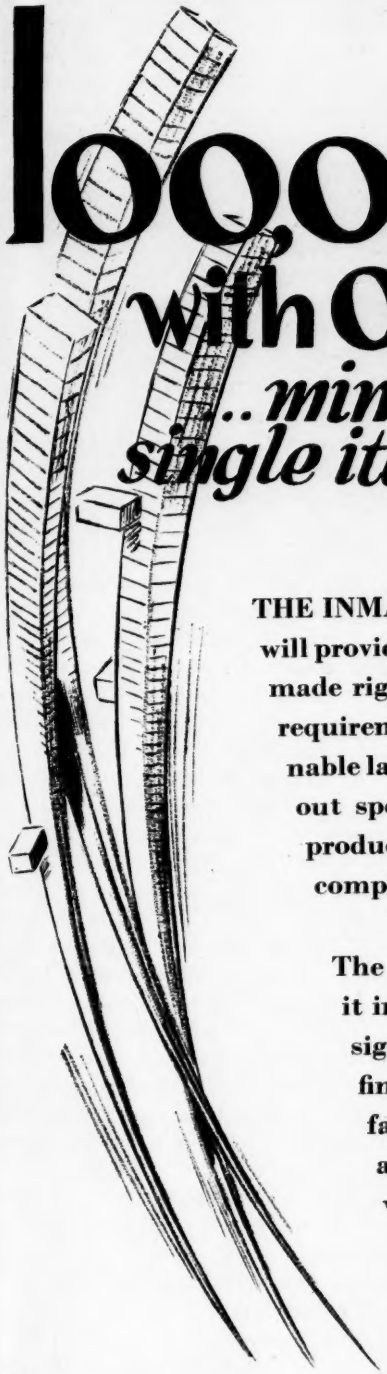
COFFEE TEA COCOA SUGAR RICE
FLOUR SALT MACARONI CANDY NUTS
BREAD CAKE COOKIES DOUGHNUTS
TOBACCO INSECTICIDES FERTILIZERS
CARBON BLACK PISTON RINGS BALL
BEARINGS POLISHING CLOTHS

AND HUNDREDS OF OTHER PRODUCTS ARE SOLD IN PAPER BAGS. OUR BAGS ARE OUTSIDE EVIDENCE OF INSIDE QUALITY.

QUALITY BAGS BY

ROYAL

THOMAS M ROYAL & CO PHILADELPHIA - PA
NEW YORK BOSTON CHICAGO ST. LOUIS MINNEAPOLIS LOS ANGELES
THIS AND THE PRECEDING COLOR PAGE DESIGNED AND PRINTED BY THOMAS M ROYAL & CO.



100,000 boxes a day with ONE Operator

...minimizing the highest single item of maintenance cost

THE INMAN AUTOMATIC BOX MACHINE will provide a steady, ample supply of boxes, made right in your own plant to your own requirements .... with the lowest imaginable labor outlay. One operator .... without special skill .... with an Inman, can produce upwards to 100,000 boxes a day, complete, from roll stock.

The Inman takes stock from the roll, prints it in one or more colors from your own designs, scores, folds, pastes and delivers the finished boxes ready for use. Serving satisfactorily prominent manufacturers of large and small packaged products all over the world.

Let us send you sample Inman-made boxes and show you how Inmans can cut costs and speed up production in your plant.

Inman Automatic Box Machines

Made at Amsterdam, N. Y., by

Inman Manufacturing Company, Incorporated

and blows cold on this issue. So well is this recognized at Washington that measures are not pending in Congress which should, among other blessings, clarify the trade mark status of the package. But that is in the future. The present must be reckoned with for some time to come.

THE explanation of the cross-purpose of Federal rules, which leave packagers adaze, is found in the circumstance that, judicially, Uncle Sam looks at this question of package privilege one way. Administratively, he looks at it quite another way. Unfortunately for the average packager, he bumps first against the sterner side of the Government. Chances are that a packager may run along for years before he is driven, by package substitution, to have recourse to the Federal courts which recognize the principle that the public may rely upon package appearance as a trade mark. But, no sooner does the packager hit upon the idea of making the package perform as a trade mark by proxy than it is his instinct to seek insurance for his new package asset by registering it at the U. S. Patent Office—the Governmental clearing house for trade marks. Here he strikes a snag.

From the earliest days of our trade mark system, the censors at the Patent Office have been inhospitable to the idea that a package, as such, is a registerable mark for its contents. Oh, to be sure, the package manufacturer, be he box maker, bottle blower, or what not, may register a trade mark applicable as a factory mark to the containers produced in quantity, provided package users are willing to have any mark other than their own on a package. But that is a horse of a different color from registration of the package by the packer. Under the rules and regulations of the Patent Office, an article of commerce may not be a trade mark for itself. Nor may a part of an article serve as a trade mark for the whole. Similarly, the "No Admittance" sign has been raised against the package when presented by an interest that employs packages as means to an end but does not deal or traffic in empty containers.

THE question of the trade mark status of the package came up more than half a century ago. A packager of flower and garden seeds put up his wares in red bags. He hit upon the idea of fortifying the red bag as his trade mark. The Commissioner of Patents denied the applicant's right to enjoy a monoply in the use of a red envelope. Soon after came disaster to the dream of a marketer whose fancy was to deliver collars to consumers in a box fashioned as a drum. He sought to pedigree the drum-shaped package as his trade mark but the keepers of the Federal trade mark register would have none of it. So it has gone through the years.

Not only the package in its entirety but a package feature or part has been held taboo at the Trade Mark Division at Washington. On one occasion it was held that a band of wood, rectangular in cross section and projecting from the rim of a pail or tub, could not be given an official O. K. as a trade mark. A structural feature of a wrapper for toothpicks fared no better with the trade mark examiners and a purple band, carrying a trade name when wound round a watch, was declared to be an expedient for affixing a label. The same stern spirit has frowned upon the efforts of packagers who sought to have closures, or devices for fastening or sealing packages, acknowledged as bona-fide trade marks.

What has played havoc with the hopes of many packagers, who have sought Uncle Sam's endorsement, is the unwillingness at the Department of Commerce to give the trade mark wink to what is, strictly speaking, an ornamental feature of the goods. How this works out was well illustrated in the case of a packer of tea, coffee and spices who sought trade mark registration for a checker or domino pattern which covers the whole package. The stony-hearted umpires at Washington declared that this package coating was not in itself a trade mark but merely an ornamental background for other trade marks. In like manner, a baseball score card applied to the top of a candy box of a type specially designed for sale at ball games was turned down. In all such cases, the censors take refuge behind the ultimatum that nothing can be a trade mark which does not show on its face that it is meant to be a mark and nothing else.

IT may well be asked why, if redress for package invasion may be obtained under the law of unfair competition, one should worry over the difficulty of obtaining trade mark prerogatives for his package. Reasons are several. Trade mark registration is the proverbial ounce of prevention, the serving of public notice or warning against package trespass. A suit for injunction will halt the package copyist, but it is tedious, costly, and bothersome. And it is necessary to wait for satisfaction until the pioneer packager can go into court with proof that he has suffered damage, not sentimental damage but actual dollars-and-cents losses, from the passing off of a substitute package as the genuine or original. The Federal courts have been zealous in protection of the package that has come to be recognized by the public as an indication of origin. But the time element enters in as it does not in conventional trade marking. In order that Federal judges shall afford shelter to the get-up of goods, the package must have been in continuous use long enough to support the presumption that it has acquired a secondary or trade mark meaning.

For all that the Patent Office has, ordinarily, so little sympathy for any package that seeks acceptance in a trade mark role, there have been certain exceptional instances which indicate that loopholes are open to packagers who are ingenious enough to find them. For example, a grapefruit grower in the Rio Grande Valley, Texas, succeeded a few years ago in passing the trade mark registry gate with what amounted to a mode of packaging. Specifically, he obtained his grant on an arrangement of fresh fruit in a cellular container with a natural leaf of the fruit tree attached in uniform manner to each individual fruit. Colgate & Co. habitually register, in their entirety, their cartons, the samples filed showing

Representatives

WALTER J. WILLOUGHBY, Inc.
72 New Montgomery Street, San Francisco

PAPER SALES, Ltd.
11 King Street West, Toronto 2, Canada

THE JOHN LESLIE PAPER CO.
301 South Fifth Street, Minneapolis

SWIGART PAPER CO.
717 South Wells Street, Chicago

Smart!

sophisticated—modern
these new coverings in
effective combinations
of color and motif
with a restraint
that has resulted
in perfect taste
and style that
is smart—



Whiting-Patterson Co.
Incorporated
Importers & Manufacturers

320 North 13th Street
Philadelphia

265 Canal Street
New York

W
F

W
R

W. C. RITCHIE AND COMPANY

The Chicago plant is now devoted to Paper Cans, Mailing Tubes, etc., exclusively. Increased facilities enable us to give prompt service in all lines of cans including square, round, spiral or convolute, paper covers or tin ends. Have you seen our new all-paper can made with the bull dog closure? Send for sample and prices. This can is made especially for labeling by machinery.



South Chicago Plant



Chicago Plant

The South Chicago plant has been changed so that it is a set-up paper box plant entirely. New machinery has been installed, giving us increased facilities for handling volume business. We specialize in small boxes made on automatic machines, Face Powder Boxes, round or square, Battery Boxes, Perfume Boxes, and all kinds of boxes requiring careful work—quality is our first consideration.

831 W. Van Buren St., Chicago, Ill.

all six faces of the carton. An adequate degree of protection is felt to be obtained by this inclusive registration, even though the package has to waive claim on the descriptive words appearing on the package blank and disavows any exclusive right in the carton as such.

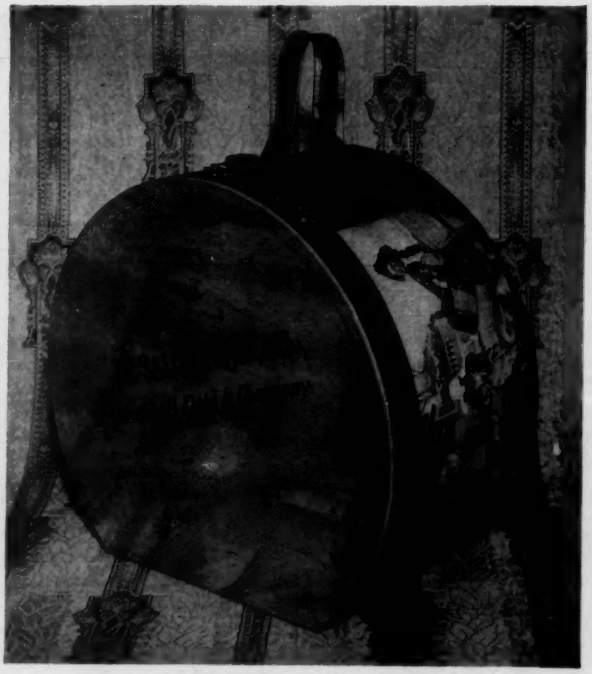
THE secret for the packager, who cannot be satisfied with anything less than trade mark registration for his pet, is to convince the Federal censors that his wrapper or package is merely a logical and convenient means of attaching the trade mark to the goods. Delegate the package as a necessary brand bearer, an essential trade mark carrier, and you may accomplish the impossible. Test cases have proven the magic in subordination of the package to the trade mark. A doll manufacturer who "dresses" his dolls with bands or sashes that are, in effect, skeleton packages, obtained a diploma when he proved that the wrapping was recognized in the trade as indicia of manufacture. Tags, the outriders of the package, have been admitted to trade mark membership when it could be demonstrated that they had no other utility than to point to goods, ownership or origin. Clever dodges, however, are apt to be futile. After the schoolmaster at Washington had said, sternly, that marks used on containers for perfume to identify the perfume are not trade marks for the containers themselves, a nimble wit bethought a detour. He would buy back his own empty bottles from dealers and, as a trader in bottles, establish a trade mark on his distinctive bottle. "Nay, nay!" was the come-back of Uncle Sam. When the only use of purchased bottles is to contain a specific specialty, the use of the extra rider is not a bonafide use as a trade mark for the bottle. All these worries will be over when the U. S. Senate legislates as the U. S. House of Representatives has already done, that "configuration of goods" is a valid form of trade mark, and so places a complete mark of approval on that practice.

A Box from Le Salon Francais

Novel Hat Containers Carry Message of Exclusiveness and Quality in Design and Lithographed Decoration

AGAIN the appeal to milady's desire for pleasing color and exclusiveness—and this time in hat boxes! She buys a hat—an expensive hat—and the shopkeeper adds a gallant touch by furnishing a box which not only provides a convenience for carrying and storage but creates a decided impression of quality for the hat contained therein.

The hat box shown is an excellent example of a container used for the above purpose. The lithographed wrap which covers the box is of salmon color with black and gold stripes around both edges. The panel, of French design, is in natural colors and appears on two sides or surfaces. A patent leather strap bound with gold cloth forms the handle. There is also a brass clasp for holding the cover in place. Inside is a form over which the hat may be placed, and the lining is of pink paper, giving a distinctive daintiness to the interior of the box. It is understood that there has been an appreciable sale of such boxes aside from those disposed of through the sale of hats.



Courtesy of Theo. A. Schmidt Litho. Co.
Exclusiveness and charm are evident in this hat box

Shipping Overheated Honey

A number of recent shipments of American honey to European countries, according to reports to the United States Department of Agriculture, are alleged to have been classed as overheated. The German market in particular demands unheated honey, and a recently enacted German law classes honey in which the diastase has been destroyed or impaired as adulterated honey, and prohibits labeling overheated honey as pure honey.

The Bee Culture Laboratory of the United States Department of Agriculture has analyzed several samples of honey which, because of overheating, have been returned to American exporters, and an analysis in these cases confirmed the fact that the diastase had been destroyed. However, in the cases that have come to the attention of the Agricultural officials of the department the honeys in question were not produced in the United States, but were simply shipped through the ports of this country, and for this reason perhaps the German buyers are scrutinizing carefully all shipments of honey coming from this country.





Loyalty to Quality

Permits of no discrimination. Every piece of stitching equipment we make is produced with the thought that it must be of the finest. The smallest customer shares equally with the larger institutions the best efforts of our organization of craftsmen, men whose natural urge is fostered by a company loyal to this principle.

The stitcher shown is the latest model MONITOR Container End Stitcher. It requires but 4 feet of floor space and can be located at any convenient point. Folded cartons are stored alongside of the machine. As quickly as they are stitched, they may be sent along to the packing floor or table. No storage space is required, and the boxes can be stitched to meet requirements.

The cost of stitching the bottom of cartons is exceedingly low, the chief item being the wages of the operator who can stitch up to 3000 cartons daily.

Take advantage of 35 years of specialization in the manufacture of wire stitching equipment!

LATHAM MACHINERY CO.

Builders of Wire Stitchers for Over 35 Years

1153 Fulton Street, CHICAGO

NEW YORK
461—8th Avenue

PHILADELPHIA
The Bourse

BOSTON
531 Atlantic Avenue

Washington Correspondence

THE Simplified Practice Division of the Department of Commerce has announced the appointment of the following committee in the interest of simplifying beverage bottles representing American bottlers of carbonated beverages: J. Vernon, Jr., C. E. Culpepper, F. L. Floyd, and from the Glass Container Association of America, W. S. Richards, J. P. Curran, W. R. Root and J. Owens. This committee will meet in Washington at an early date to prepare a suitable questionnaire for a variety survey.

THE Department of Commerce has announced that, according to data collected at the biennial census of manufacturers taken in 1928, the establishments engaged primarily in the manufacture of wooden cigar boxes in 1927 reported the manufacture of 97,409,058 boxes, valued at $11,949,376, and other products, valued at $959,363, making a total of $12,908,739. This total represents a decrease of one-tenth of 1 per cent as compared with $12,924,806 reported for 1925, the last preceding census year.

In addition, wooden cigar boxes are manufactured to some extent as secondary products by establishments classified in other industries. The value of such products thus made outside the industry proper in 1925 was $841,525, an amount equal to 6.5 per cent of the total value of products reported for the industry as classified. The corresponding value for 1927 has not yet been ascertained, but will be shown in the final reports of the present census.

THE United States Department of Agriculture recently announced that tentative standards for canned tomatoes, corn and peas with special reference to grading and packing, had been issued under the provisions of the United States Warehouse Act. These grades, it was stated, were developed with the assistance of the Standardization Committee of the National Canners' Association. An abstract of the statement as it relates to labels follows:

"The adoption of new nomenclature for each grade has been suggested, using an alphabetical system coupled with the letters 'U. S.' preceding the letter designation. For example, a fancy or first-grade product would be designated 'U. S. Grade A.' Practically without exception canners who have been interviewed have expressed themselves entirely favorable to this system of grade designation. In the grades suggested by the Department of Agriculture the score-card principle has been incorporated, with a view to making the grades as simple and as easily understood as possible.

"Some canners have written the department for permission to use the new designations on their labels, believing that housewives will soon learn to purchase by grade. It is argued that the housewife will soon recognize that a can bearing the mark 'U. S. Grade A' represents the top grade of that product and that 'U. S. Grade C' represents the bottom grade. Naturally she will expect to pay more for the best, but she can guard against having an inferior product sold to her at a fancy price. It is not necessary for a canner to ask permission of the department to use these designations on labels, but they should be sure that the products meet the grade requirements of the grade claimed for the can."

W. E. BRAITHWAITE of the Division of Simplified Practice of the Department of Commerce recently announced that when standardized ice cream cans are adopted as the result of a recent conference of ice cream factory representatives, the manufacturers will have the opportunity to purchase a standard can of each size required in their business. This, he stated, will eliminate much of the confusion now existing due to the many types and sizes of cans on the market.

Simplifying the number of sizes of cans that are manufactured and reducing this number to the smallest possible amount will undoubtedly result in a large saving in the number of tools and dies the can manufacturers must carry in stock at the present time. Any saving in the cost of manufacturing cans, through the work of the Simplified Practice Committee, in cooperation with the manufacturers, will result in a direct benefit to the latter.

ACCORDING to officials of the Federal Trade Commission, who elucidated the salient points in the fourteen rules of conduct recently considered at a conference held in Washington by leading men in the waxed paper industry, much good is expected to result from this gathering. A statement was issued covering what was done at this conference, as follows:

"Letters announcing the commission's action on the rules are now being sent to the trade. Nine of the fourteen rules were affirmatively approved. They have to do with the following practices: inducing breach of contract, imitation of trade marks or trade names, enticement of employees, defamation of competitor or disparagement of his goods, threats of suit for patent or trade mark infringement, use of inferior materials, discrimination in price by means of split shipments, repudiation of contracts, and deviation from standards.

"Rules accepted by the commission only as expressions of the trade concern the following practices: ambiguous or incomplete contracts, discrimination in price by means of etchings or plates, discrimination in price by means of ink coverage, selling goods below cost and delivery points."

The rules as approved by the commission became effective Oct. 15. Following are the concerns which will be affected by these rules: American Bread Wrapper Co., American Waxed Paper Assocn., Central Waxed Paper Co., Coated Paper Products Co., Hamersley Manufacturing Co., Kalamazoo Vegetable Parchment Co., Kuhmarker Manufacturing Co., Menasha Printing & Carton Co., Nashua Gummed & Coated Paper Co., Newark Paraffine & Parchment Paper Co., Otsego Waxed Paper Co., Package Paper Co., Paterson Parchment Paper Co.,

(*Continued on page 68*)

This White Box Top Padding is better . . . saves money

A Sporting Proposition in which you take no chance



Schoepfel Paper Box Co.
Paper Boxes
Cincinnati, O.

2828-32 Beekman St.
Phones West 8322-8323

October 2, 1928

Kimberly-Clark Corporation
Neenah
Wisconsin

Gentlemen:

We are highly pleased at the results obtained in using KIMPAK box top padding. It produces a padded top box superior in appearance to boxes made with the cotton wadding. There is, of course, a material saving in the labor required in running this padding on the wrapping machines. This saving, together with the saving made in cutting these sheets on the paper cutter, leaves no doubt in our mind that KIMPAK is the most practical padding offered to the box trade at this time.

As far as our padded top work is concerned, we propose to use KIMPAK box top padding on all of our work in the future.

Yours truly,

SCHOEPFEL PAPER BOX COMPANY

G. A. Shearer

AAS/CS

YOU have all to gain and nothing to lose if you mail the convenient coupon in the corner. But we *recommend* a small trial order. This will enable you to put a sufficient run of boxes through your plant to *prove* to yourself the great advantages and dollar-and-cents savings of the new Kimpak Box Top Padding.

Below is shown one of the sealed, corrugated cartons in which you will receive your trial order—and all future shipments. The flat sheets are paper-backed, ready to use. We will bill your trial order at special net prices as follows:

Thickness	*Size*	*Carton*	*Trial Price Per 100 Sheets*
7-ply (.050 bulk)	24" x 36"	175 sheets	$5.31 f. o. b. mill
10-ply (.075 bulk)	24" x 36"	125 sheets	$6.11 f. o. b. mill

Send No Money—Just fill in the coupon, pin it to your letterhead and drop it in the mail.

10 Points of Superiority

1 Reduces time and labor cost.
2 Firm and resilient.
3 Absolutely uniform in thickness, etc.
4 Easiest to handle and cut.
5 Pure white. No dark cast can show through.
6 Strictly clean. Of special importance to candy manufacturers is Kimpak's absolute purity.
7 Comes paper-backed, ready to use.
8 Sheets come perfectly flat.
9 Delivered in sealed corrugated cartons; sheets kept clean, protected, all edges square and true—no waste.
10 Lower costs.



Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

The White Box Top Padding

Mail Coupon MP-11

KIMBERLY-CLARK CORPORATION, Neenah, Wis., Mfrs.
Address nearest sales office:
208 S. La Salle St., Chicago, Ill. 51 Chambers St., New York, N. Y.

☐ Send.....cartons of 10-ply at special advertised price.
☐ Send.....cartons of 7-ply Kimpak Box Top Padding at special advertised price.
☐ Send sample sheet of.....ply, *free*.
☐ Please have your representative call on me.

Firm.....

Attention.....

Address.....

Packages That Sell

A Book Review

THE science of packaging is so comparatively new that it is not strange there has been so little published that offers a well-rounded study of the subject. True, there has been available, for those who have followed what may be termed the progression of the package, a number of dependable sources for information, but these, generally speaking, have been scattered. Trade, class and industrial journals have devoted space to various phases of packaging and package design, a number of excellent papers have been presented as a part of convention programs, and several books, dealing with production and merchandising problems, have included chapters or references to certain subjects relating to packaging.

In presenting their book, "Packages That Sell," (Harper & Bros.) the authors, Richard B. Franken and Carroll B. Larrabee, merit the thanks of individuals in some thirty groups of industries, who are concerned at the present time with the problem of merchandising their products in packages, besides many others who are seeking information that will assist in the greater distribution of goods. For this book, as we see it, is the first attempt to put in concrete and usable reference form the many and various factors that must be given consideration in the selection of a successful package. It represents a logical answer to the question, "How can packages be made to sell more goods?"

Each of the twenty-three chapters, as well as the appendices, bear directly and consecutively on important functions or considerations of the package. Where actual situations or examples are not dealt with, the authors point out a safe or at least an economical procedure, with the result that the reader is able to grasp the pertinent facts which have influenced the acceptance by the public of nationally known packages. The references are well chosen and have been drawn from a wealth of authoritative sources.

To those familiar with the subject of packages, it may seem that much of the material contained in the book is of a primary nature, but as stated by the authors, it does not pretend to be an exhaustive study of packages, "for at least one book could be written on every chapter." Wisely, too, certain details such as those relating to legal phases of the package have been omitted. In arrangement, the material in the book builds a background for the sales arguments of the package; in effect, it is a didactic but not a dictatorial treatment.

"It is difficult for the average American to appreciate what a change modern merchandising methods have brought about in the field of packages. He has grown up amid this change and, while he may smile reminiscently at the mention of the good old cracker barrel or the wicker vinegar demijohn, the full significance of what has happened to packages within a comparatively few years is likely to escape him." Among those in the above category, the book cannot fail to obtain a healthy respect for the packaging industry and a realization of the economic value of the package in sales work.

Moreover, the book is *usable.* The authors do not offer a panacea for all packaging ills. Rather, they establish or refer to standards of practice which have been successful, drawing therefrom certain conclusions that can be interpreted by the manufacturer of packaged goods. Experiences of such companies as the United Drug Co., Gorton-Pew Fisheries Co., Wheatsworth Co., Beechnut Packing Co., and many others in determining the right package for their products are quoted. While the expense of making tests such as those outlined may prevent many from doing so, there is ample data in the book to afford at least certain necessary determinations that would otherwise be considered on a personal basis—a procedure that has frequently resulted in the failure of a package. What packages have sold, and why, as outlined in the book, definitely places a mark to shoot at for the manufacturer who seeks a new package or a change of the old.

The physical aspects of the package—materials used, shape, size, color, type, copy, lettering, trade mark—are discussed, not only as to the range of specifications that may be selected but with regard to the psychological reactions produced by each, so that the reader is given a tangible structure on which to build a package plan. And, quite properly, consideration is given to the promotional aspects of the package—its place in advertising and sales.

As a summation, the final chapter points out the future of packaging. "The superficial observer of the development of package merchandising would be pardoned if he felt that the package has attained its greatest heights. A close observer, however, will realize that American manufacturers are just beginning to realize the importance of the package and to give it its proper place in their merchandising plans. In the future it will occupy an increasingly important position."...."The designing of a package that sells is not a formidable problem. It calls for common sense and a willingness to profit by the work done by others. In the future the manufacturer will base his work on the principles which have been discovered by the pioneers of yesterday, and go ahead by leaps and bounds to achieve results that will exceed the fondest dreams of the pioneers." After a careful reading of the book, one does not feel that such a prediction exaggerates the potentialities of the package in the least.

Intended primarily to serve as a guide for manufacturers, advertisers and producers of packaged merchandise, package manufacturers and students of economics, marketing and advertising, "Packages That Sell" actually does more. It has outlined in thoroughly readable and usable form established and recommended principles that can be applied to an unlimited field and can be regarded as an outstanding contribution to the available literature on distribution and merchandising.

(*Continued on page 66*)



ATTRACTIVE PACKAGES ARE-

YOUR SILENT SALESMEN—They sell your merchandise quicker! EVERYBODY prefers attractively packaged goods.

Let us help you sell your goods by designing proper Labels or Packages. We specialize in Box Coverings and are equipped to give complete and detailed service.

THE CENTRAL LITHOGRAPH CO.
MAIN OFFICE AND PLANT—CLEVELAND, OHIO.

PHILADELPHIA OFFICE
1001 Commonwealth Bldg.

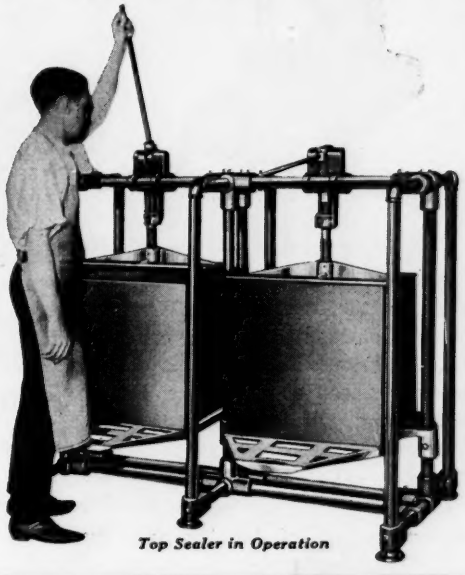


Bottom Sealer in Operation

NOW!

THE HARMON SEALER

Particularly designed for the users of corrugated and fibre shipping containers, with a capacity up to 1500 containers per day.



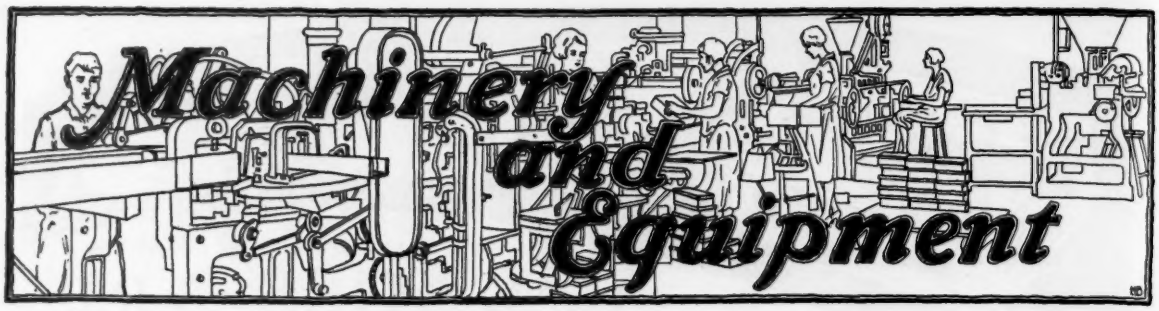
Top Sealer in Operation

Very rigid and simple in construction, nothing mechanical to get out of order, any boy or girl can operate.

These machines can be built in combinations with one or more bottom sealing units, and with one or more top sealing units as desired.

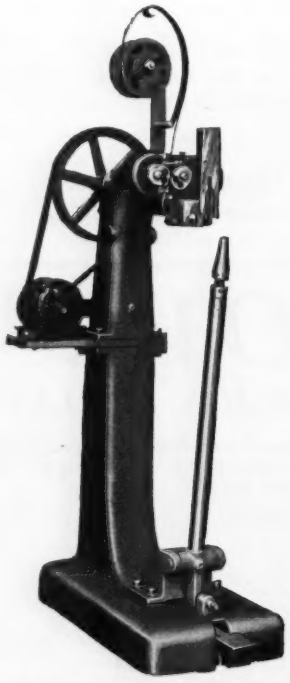
WRITE FOR PRICES, TERMS, ETC., TODAY

THE HARMON SEALER
628–30 Jackson Blvd. Chicago, Ill.



New Stitching Machine

THE old adage that a stitch in time will save nine is exemplified in the stitcher, shown in the accompanying illustration, which is designed for sealing and fastening of boxes and cartons. This new model



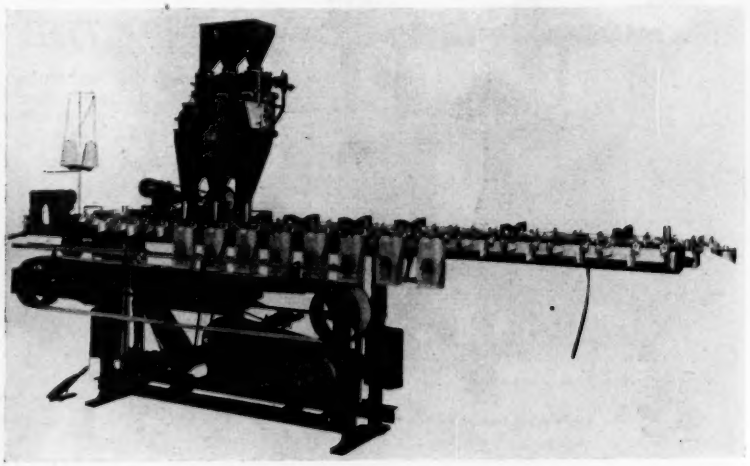
Improved stitching machine

has recently been placed on the market by the New Jersey Wire Stitching Machine Co., Camden, N. J., and represents the results of over forty years of experience in manufacturing wire stitching machinery exclusively.

The new principle embodied in this machine is said to involve an improved method of forming and driving the staple which results in 12 to 20 less parts than other stitching machines. This of course means a much faster machine and one of lower upkeep.

Another radical departure is that the stitcher can do side arm stitching, corner stitching, bottom sealing and top sealing, so that one machine saves the expense of buying four separate machines as well as saving the space occupied by four.

The machine is operated from one pedal only. This is particularly advantageous when it comes to the sealing of the bottoms of containers as it allows the operator to produce twice as many boxes as was possible with machines of the two pedal type. Other improvements are reversible formers, cutters that will last indefinitely, and a stitcher that is operated without cams.



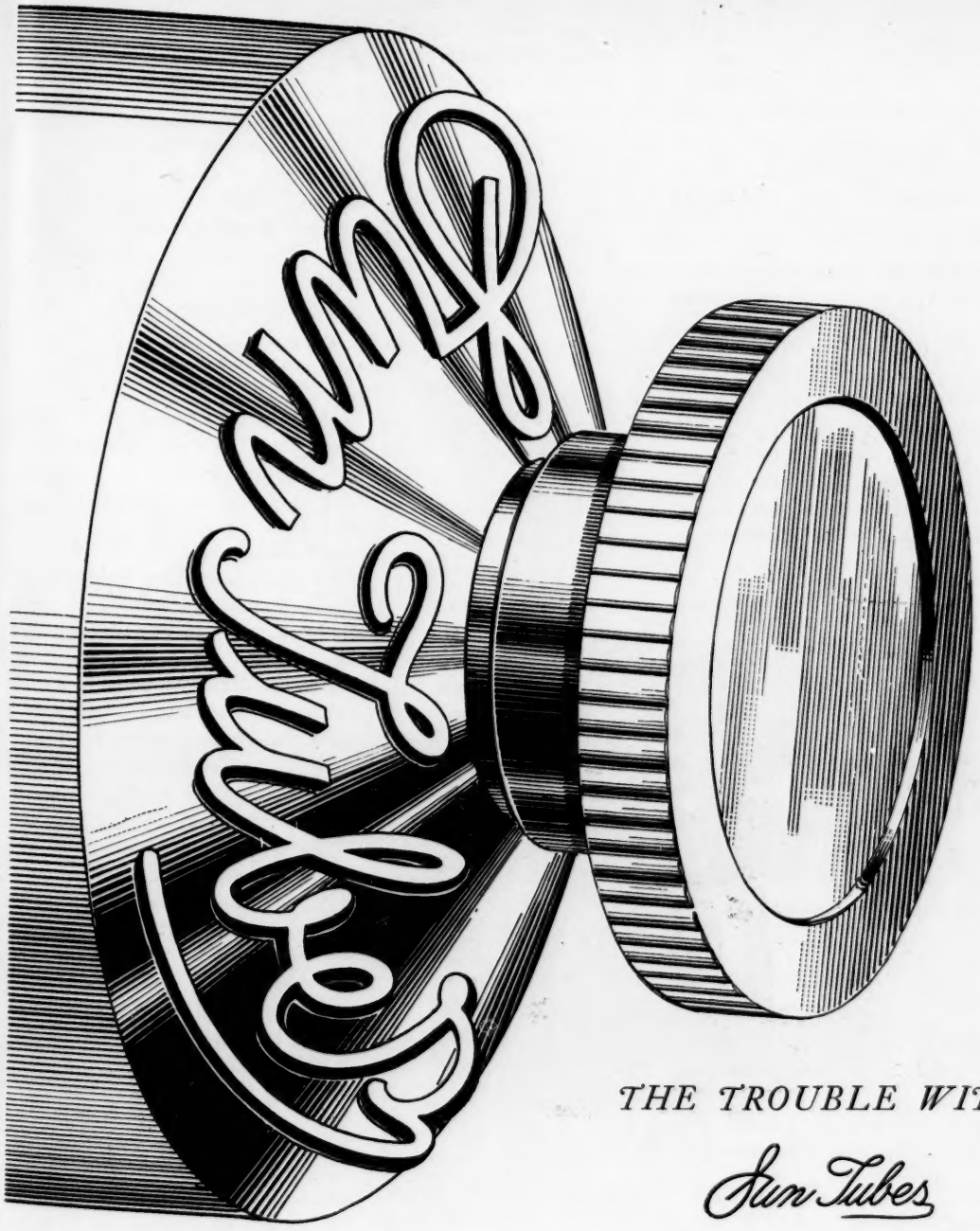
Automatic weighing and filling unit for paper bags

New Bag Filling Machine

IN the accompanying illustration is shown a machine for feeding and filling coffee into paper bags, and stitching the bags when completed.

The machine, which is manufactured by the Hoepner Automatic Machinery Corp., Buffalo, N. Y., is equipped with a special conveyor carrying holders over which the empty bag is pushed, and the holders expand sufficiently to keep the bags from dropping off and at the same time serve as a funnel or form at the time of filling. A secondary conveyor belt is provided so that as the empty bags come into the filling position, the bottoms of the bags rest on this conveyor belt, thus supporting the bags while filling and removing the necessity for putting any strain on the bag holders themselves. As is obvious, three bags are filled at a time, and as the bags pass to the next operation of the machine, the holders are automatically withdrawn. An operator is stationed just at the right of the sewing head, and she folds the top of the bags down and runs the open ends through the stitching head.

The hopper at the top of the weighing machine is connected by spouting to bins and a continuous supply of ground coffee passes to the



HILLSIDE, N. J.

THE TROUBLE WITH Sun Tubes

. . . . is, that a production increase of 300% in 3 years, does not satisfy the demand, and while we anticipate producing 118,000 additional gross for 1929, practically all are reservations.

Frank J. Sylvania
President

P. S. Sun Tubes for smart and lucky buyers.

machine. The weighing of the coffee is entirely automatic and the only hand operation required is to insert the paper bags on the holders and fold and guide the bags through the stitching head. It is possible to get a production of thirty one-pound bags per minute from this machine.

Tube Filling Machine

NEARLY every day sees a new tube package containing some new material on the market. Not so often can a new machine for filling these myriads of tubes be developed. Among the most recent machines in this field is an automatic tube filling, closing and clipping machine, designed and made by the F. J. Stokes Machine Co., Philadelphia, Pa., and said to be the fastest machine of its type thus far built.



Automatic tube filling, closing and clipping machine

This machine is said to fill, close and clip from 30 to 50 tubes per minute or from 19,000 to 22,500 per eight-hour day. Only one operator is needed in charge of this combination and the speed of production is determined by the rapidity with which the operator can insert the tubes, which are automatically ejected.

Tubes of from $^1/_2$-in. to $1^1/_2$-in. in diameter and from 2 in. to 6 in. or even 7 in. in length can be handled. Different size tubes can be filled on the same machine with only minor adjustments which can be made quickly and without the use of special tools. The machine will handle practically any material through the use of proper accessories.

A special "no tube—no fill" control prevents material from being discharged from the nozzle in case the operator misses inserting a tube in the cup. Waste of material and loss of time due to cleaning the machine and the tubes are thus avoided. A patented clip-forming mechanism making clips for any size tube out of a coil of ordinary commercial metal ribbon, saves in the cost of metal alone from $3 to $8 per day, which is enough to pay the wages of the one operator required.

Other features worthy of note on this new machine are an adjustable conveyor, adjustable work table, automatic tube ejector, a simplified filling mechanism, which reduces cleaning to a minimum and thus speeds up transfer from one material to another, and a motor housed in the base, thus saving space and assuring safety.

Inert Closure Paper

A development in special closure papers and one which, it is claimed, has proved its ability to withstand physical and chemical reactions without the slightest disintegration in actual tests with all manner of food, pharmaceutical and cosmetic products, is known as "Harvel" safety closure paper and is manufactured by the Irvington Varnish & Insulator Co., Irvington, N. J.

Among the several claims made for this paper are the following: It is not affected by such powerful agents as pickle brine, oils, lactic acid, acetic acid or salt solutions. It will not disintegrate from contact with solutions containing alcohol, phosphites, phosphates, glycerine, ether, chloroform and citric acid. With practically every type of food Harvel paper has proved its inert qualities. Such a delicate food as mayonnaise, which is subject to a peculiar rancidity associated with a change in color, taste and odor when sealed with the ordinary type of paper, shows practically no change after thousands of hours of contact with this paper.

Harvel paper is non-porous. It makes an air-tight and water-tight seal. It has a glass-smooth, leather-tough prepared surface which does not have the slightest tendency to cut or break.

Harvel is furnished in sheet form and in rolls and also cut to desired widths which are afterwards blanked to size to fit the various metal caps. The General Felt Products Co., Brooklyn, N. Y., specializes in the manufacture of a pulp and oil liner, attaching Harvel paper to pulp board and then blanking it to a finished size, thereby furnishing a complete liner for assembly in a metal cap.

THE Illinois Carton and Label Co., Alton, Ill., has been granted a charter. W. E. Levis, E. J. Varlie and F. O. Moorfoot are the incorporators. These same incorporators also were granted a charter for the Glass Consolidated Corporation, of Alton, Ill.



Because . . .

RIDGELO

CLAY COATED

BOX BOARD

gives cleaner, clearer impressions that result in brighter, more attractive cartons, it gives your package a big advantage in the battle for attention on the shelves in the dealers' stores.

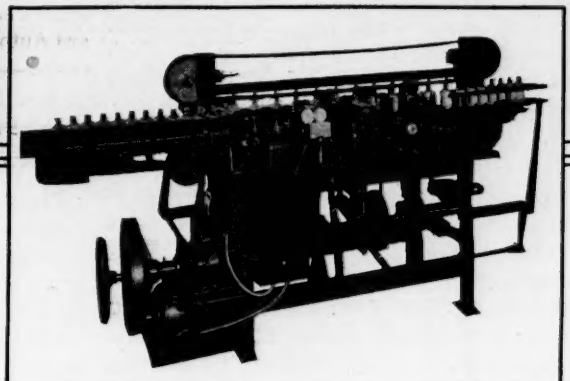
Specify Ridgelo for your next run of cartons. Samples sent on request.

LOWE PAPER COMPANY

RIDGEFIELD LOWE NEW JERSEY

McDonald Scores Again!





None other for this purpose

Speed and accuracy unequaled

The McDONALD "SPOTTER"

This automatic labeler feels the raised lettering, locates the SPOT and tightly sticks the label on it.

Let us tell you more about it and our other labelers

McDONALD ENGINEERING CORPORATION

220 Varet Street, Brooklyn, N. Y. London: Windsor House, Victoria St., S.W. I.

AMONG the decorative papers which have recently been placed on the market, Pinco Papers, Inc., Camden, N. J., are offering their "Mother of Pearl" group which is available in several colors. This design consists of radiating truncated figures which produce an iridescent effect in shading that is most pleasing. The design can be reproduced on paper as well as on Cellophane; it does not scuff and can be washed without injury.

THE bottling machinery department of the Adriance Machine Works, Inc., Brooklyn, has been acquired by the Crown Cork & Seal Co. of Baltimore and will continue to build, sell, and service the Adriance machines. The entire plant of the Adriance Machine Works in Brooklyn will now be devoted to the rapidly increasing demand for its other lines, which include presses, dies, and tools for working sheet metal, automatic can machinery, etc.

Trade Catalogs

Package Tying Machines: B. H. Bunn Co., 7329 Vincennes Ave., Chicago, Ill., has issued a 4-page circular outlining some of the models of the machines made by this company for various purposes. A list of several industries now making use of the machines is included, also a brief list of actual users and other pertinent information.

Metal Edge Paper Boxes: National Metal Edge Box Co., Callowhill at 12th St., Philadelphia, Pa., issue a booklet, "8 Minutes of Paper Box Information," which illustrates and describes "Metal Edge" boxes and the manner in which they are made on the automatic staying machines manufactured by that company. Specifications, tests on material and other informative facts are also given. The booklet is valuable to every buyer or executive who is interested in economical and profitable packages.

Corrugated Fibreboard Products: Interstate Corrugated Box Co., 75 Front St., Brooklyn, N. Y., have issued, in collaboration with the Paperboard Industries Association, a handbook of corrugated fibreboard products. In addition to illustrations and descriptions of the products made by the company, the handbook contains chapters relating to freight, express and parcel post regulations and specifications.

Printing Inks: Charles Eneu Johnson & Co., Tenth and Lombard Sts., Philadelphia, issues a well-bound book, illustrating colors in inks adapted to general printing and lithographic purposes. The properties of the various colors shown have been established by actual tests under varying conditions. An extensive line of special inks is also manufactured by this company.

Leatherette Papers: A. M. Collins Mfg. Co., Philadelphia, issue a sample book, showing leatherette papers, recommended for use wherever a leather substitute is desired. A range of grades from the lightest to the heaviest is shown in nine leather shades. Seven different interchangeable embossings are shown. These are furnished in rolls or sheets as desired.

Packaging Machinery: Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass., issue *Bulletin No. 1*, which reviews in a general way the functions of the automatic filling, weighing, lining and sealing units made by that company. Illustrations are shown, also a list of installations in plants where this equipment is being used.

Glass Jars: Vaccuum Seal Co., Inc., 154 Nassau St., New York, N. Y., have issued a circular which illustrates and describes vacuum jars and glass caps which are made in a large variety of styles and in sizes ranging from 3 oz. to 64 oz. liquid capacity. These jars and caps are made for steam and water retort processing.

Fancy Decorative Papers: Beekman Paper & Card Co., Inc., 137 Varick St., New York City, in a sample book issued Aug. 1, feature a number of styles of papers for box covers, etc. The types shown are known as Capri, Nice, Catalina, Arabic, Pilot, Rex, Marbello, Bamboo, Rome, Dorsey, Parisian, Circle, Mars, Hieroglyph, and Como. All of the patterns shown are in various combinations of color.

Decorative Leather Papers: Among the recent samples received are several numbers of leather papers made by the Hampden Glazed Paper & Card Co., Holyoke, Mass. All of these are in various colors and include the following groups: Ostrich-Hide, Kaspine, Novelty and Dermatoid. These are adaptable for jewelry and specialty boxes of all kinds where leather designs are desired.

Capping Machinery: Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass., have issued a 4-page bulletin, "All Types of Screw Caps Automatically Applied," which illustrates a single head capper and a six head capper, both with cap feed. Both of those machines feed, apply and tighten all types of screw caps in one continuous, automatic operation without an operator. A list of nationally known users of these units is included. The equipment described is manufactured by the Standard Automatic Machine Co. Division of the above corporation.

Packages That Sell

(*Continued from page 60*)

The book is dedicated to Daniel B. Hassinger, William A. Volmer and Edward O. Tinsley, "in recognition of the services they have rendered in elevating the standards of the modern package and in assisting it toward reaching its rightful place in modern merchandising." It may not be out of place in this review to add that while the modesty of the authors of the book, Messrs. Franken and Larrabee, prevents their mention of themselves as substantial contributors to the cause of the package, an acknowledgement of such is due them by the packaging industry. For our part, they have it.

D. E. A. CHARLTON

WHAT KIND OF GLUE
Does Your Packaging
Require?

Ask for our circulars describing adhesives:

(1) For labeling tin and glass containers.

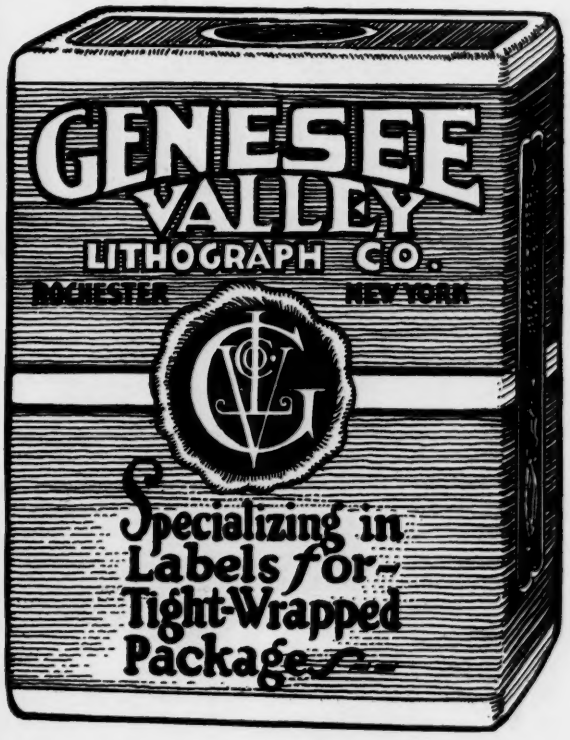
(2) For wrapping or sealing cartons.

(3) For sealing corrugated or fibre shipping cases.

THE ARABOL MFG. CO.

Largest Manufacturers in the World of Adhesives for All Purposes.

NEW YORK: 110 E. 42nd St.
CHICAGO: (Cicero) Ill.



Is your Package a Silent Salesman?

·U·S·
LABELS
AND CARTONS
WILL HELP SELL YOUR PRODUCT

"Let us be your Package Counsellors"

ABOUT BRAND NAMES

It is unsafe to adopt a new brand name without first making a thorough investigation to ascertain whether the name is already in use. Consult our Trade Mark Bureau. The service is free.

The United States Printing & Lithograph Co.

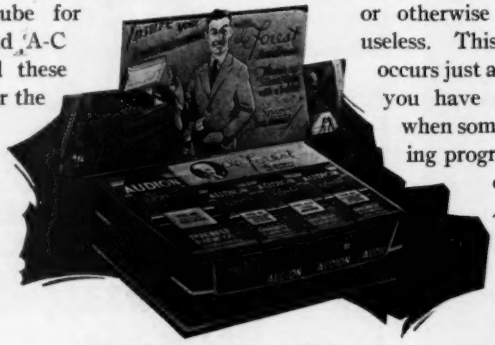
CINCINNATI 110 Beech St.
BROOKLYN 101 N. 3rd St.
BALTIMORE 28 Covington

Carrying "Spare Tires"*

Four Audions in Cartons Included in a Display Container Provide Kit for Radio Journey and Offer Convenience to Dealers

THERE is a name in this new and gigantic industry of radio that means much from the standpoint of practical research and application—it is that of Doctor Lee de Forest.

The laboratories of the de Forest Radio Co. are introducing an improved radio tube for both battery and A-C current sets and these were displayed for the first time at the radio exposition in New York City recently.



A colorful display carton that helps sell vacuum tubes in sets

An interesting step in the merchandising of this tube by the de Forest people is found in their kit of "spare" audions for radio sets. This container, shown in the accompanying illustration, acts both as a display carton for dealer's use on a counter or in a display window, likewise as a packer for the four audions that make up the "spare" kit for the customer.

The writer has experienced—perhaps you have as well—having tubes suddenly "go wrong," become broken or otherwise rendered useless. This generally occurs just at the time you have guests or when some interesting program is due on the air. A box of de Forest "spares" insures against any such disappointment.

The individual folding cartons for de Forest radio tubes as well as the new display cartons are manufactured by the Sutherland Paper Co.

*Reprinted from the October, 1928, issue of *The Carton Maker*.

(*Continued from page 58*)

Saniwax Paper Co., Shawmut Waxed Paper Co., Sheet Metalware Assn., Southern Waxed Paper Co., Sterling Waxed Paper Co., Tidewater Oil Co., Union Waxed Tissue Paper Co., Warren Manufacturing Co., Waterproof Paper & Board Co., Waxide Paper Co. and Waxed Products Co., Inc.

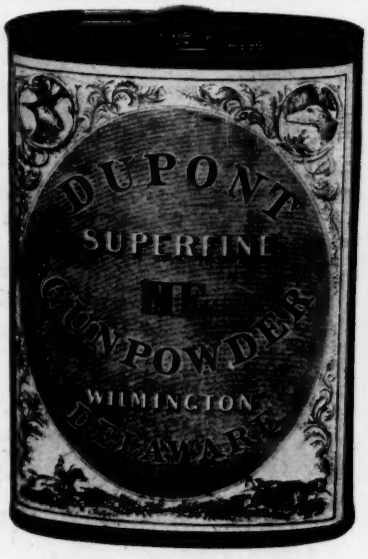
WHILE development in United States aeronautical export trade has been rapid, American planes meet strong competition from foreign manufacturers; and as the foreign buyer is interested in the c.i.f. price he must pay for his flying equipment, American manufacturers should take advantage of every opportunity tending to reduce handling and transportation charges, says the Transportation Division, Department of Commerce. While efficient packing is an essential requirement, any unnecessary packing material or dimensions serving to increase transportation or handling charges adds just that much to the ultimate cost of the plane to the foreign buyer.

At the present stage of development of aviation it is difficult for American manufacturers of aeronautical equipment to adopt standard production methods tending to reduce unit costs as employed in other industries. It is, however, possible for American manufacturers of such equipment to adopt efficient distribution methods. One important fact in distribution costs which can be controlled by the shipper is that of packing.

Experienced shippers have long since learned that efficient packing can be accomplished in many cases at a cost lower than inefficient packing, and by scientific designing of shipping containers and careful studying of the possibilities of dismantling of set-up equipment, shipments can be made at less cost and with greater security than improperly packed merchandise. Of the many diversified commodities which enter into export trade none presents a more difficult packing problem than airplanes. Due to their unusual size and the necessity for adequate protection, experienced exporters have given considerable attention to the packing and shipping of aeronautical equipment.

An "Antique" Label Which Is Still in Use

AN example of a black and white printed label which makes an interesting contrast with the modern trend in the use of color is shown in the accompanying illustration of a gunpowder flask or can. This label with its scrolls, hunting scene and lettering reproduces a design that had its origin many years ago when "muzzle loaders" were in vogue. The container and label are still in use, as these cans are being made up for export. The can itself is seamed, lithographed in "fire hydrant" red and provided with a brass screw cap.



Courtesy, Continental Can Co.

An "Antique" in can labels

Although this label may be classed as an "antique," it reflects the charm that is attached to many articles of furniture and other objects of an earlier period that are accepted and sought after today because of their artistic and, oftentimes, utilitarian worth.



THE measure of a man is in his works.
Schmidt displays are measured by the originality of their design, fidelity to reproduction and unquestionable sales producing ability.

Let Schmidt Vitalize Your Displays

THEO. A. SCHMIDT LITHO. CO.

1050 FULLERTON AVE. DISTINCTIVE COLOR LITHOGRAPHY CHICAGO



THE
RANDOLPH
BOX *and* LABEL CO.
CHICAGO

Manufacturers of

FOLDING BOXES
DISPLAY CONTAINERS
LABELS *and* WRAPPERS

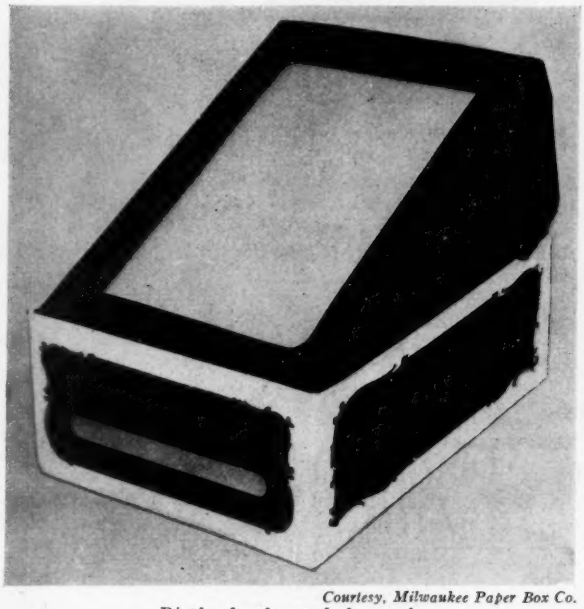


Displaying Candy Bar Goods

Container Protects Contents in Shipment and Permits Advantageous Appearance with No Disturbance of Goods Shown

THE sale of candy bar goods has steadily increased—possibly because of extensive advertising, perhaps by virture of their dress. In connection with the latter it is interesting to note the appearance of various types of packages which may serve as a convenient container for the goods but also aid considerably in the sales of the contained products.

The Portman display box which is shown in the accompanying illustration offers several novel features in a container of the above type. As received by the retailer, the box is sturdy and compact, being stripped with kraft paper that affords extra strength and protects the contents in transit. A transparent cover over the tray that forms the lid of the box exposes a layer of the contained goods. When this lid is raised it can be held in an inclined position—thereby providing ample display—by means of notches which catch on the sides of the lower section of the box. With the box in display position, the remaining layers of goods are convenient for the retailer to handle and easy access is provided without disturbing the symmetrical arrangement of the display.



Courtesy, Milwaukee Paper Box Co.

Display box for candy bar goods

Labeling Pharmaceuticals

AN almost "infinite" field exists for uniform practices with regard to the labeling of various general classes of pharmaceutical products, satisfactory for the industry, safe for the public, and meeting Federal requirements, according to a statement issued recently by the United States Department of Agriculture.

Reviewing work done with antiseptics, cod liver oil products, veterinary medicines and compressed tablets by the Food, Drug, and Insecticide Administration, the Department made particular reference to the value of the Contact Committee. The latter group is appointed by the American Drug Manufacturers' Association and the American Pharmaceutical Association and is intended to bring in closer contact trade problems and the administration of the Pure Food and Drugs Act.

"The activities of the Contact Committee," says the statement, "have heretofore been confined almost exclusively to a study of methods of analysis and tolerances for pharmaceuticals. This is by no means the only way in which constructive service can be rendered. How shall products of certain classes be labeled to convey meanings most clearly and truthfully to the purchaser and in fullest harmony with requirements of the law? There is an almost infinite field in which the Committee can bring about common understanding with regard to the labeling and uniform practices of preparations satisfactory to all parties and the Department."

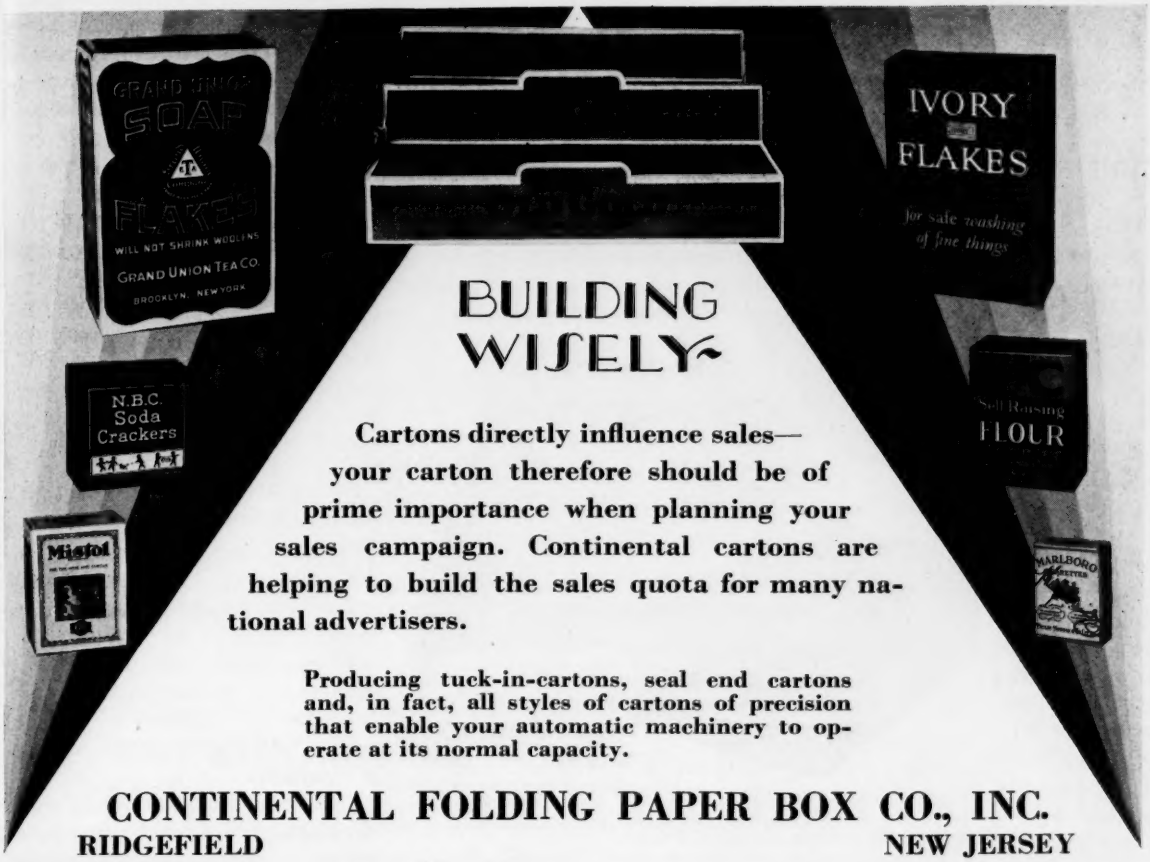
JACOBS BROS. CO., 32 Walton St., Brooklyn, N. Y., have announced that Walter S. Smith, inventor of the original over-and-underweight scale, has joined their organization to take charge of the development and distribution of their Detecto-Gram scale. Mr. Smith is incorporating in the new improved Detecto-Gram scale all his experience in over-and-underweight scales. To the other exclusive features of the Detecto-Gram he now adds the important features of rigid durability and high accuracy.

THE merger of eight companies into the Anchor Cap Corp. was effected recently. The companies concerned are Anchor Cap & Closure Corp., Anchor Cap & Closure Corp. of Canada, Ltd., the Capstan Glass Co., Paragon Can & Cap Co., the Sure Seal Co., Inc., the Beacon Machinery Corp., the Automatic Screw Capping Machine Corp., and the Pilgrim Auto Supply Co. I. R. Stewart is president of the new corporation, whose headquarters are in Long Island City, N. Y.



Courtesy of F. N. Burt Company, Ltd.

Decidedly Russian in feeling is this octagonal shaped powder box. Against a background of black, gold, gray and fuchia triangles and stripes is posed the head of a smiling lady from the "Chawe-Souris." The sides of the box are fuchia with a band of black paper and the edges are bound in gold. The bottom of the box is covered in gold paper and has a projecting edge.



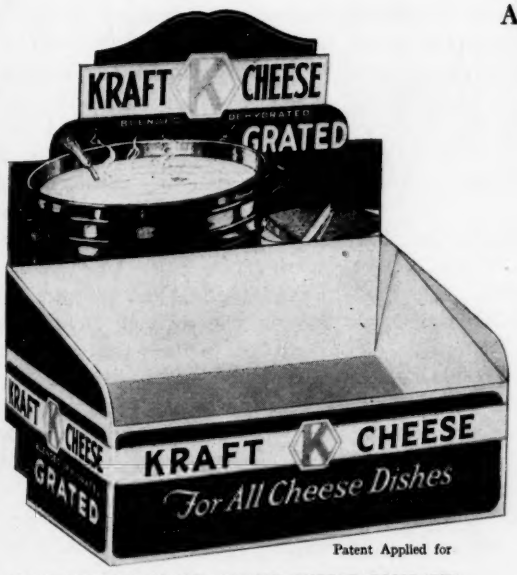
BUILDING WISELY

Cartons directly influence sales—your carton therefore should be of prime importance when planning your sales campaign. Continental cartons are helping to build the sales quota for many national advertisers.

Producing tuck-in-cartons, seal end cartons and, in fact, all styles of cartons of precision that enable your automatic machinery to operate at its normal capacity.

CONTINENTAL FOLDING PAPER BOX CO., INC.

RIDGEFIELD NEW JERSEY



Patent Applied for

COURTESY OF KRAFT-PHENIX CHEESE COMPANY

ADVERTISING AT THE PLACE OF SALE

BRINGS RESULTS

ESPECIALLY IF THE DISPLAY MEDIUM CONTAINS THE

SIMPLICITY
ELEVATING FEATURE
AND
ECONOMY

THAT IS A PART OF THE

RICHARDSON ELEVATING DISPLAY BOX

SAMPLES IN YOUR SIZE WILL BE SUBMITTED UPON REQUEST

THE RICHARDSON COMPANY

Lockland, Cincinnati, Ohio

Boxes for Chain Store Trade

Stocking Containers, Decorative Paper Covered, Meet Demand of Vogue for Individual Receptacles

THE vogue for stocking boxes with decorative paper covers and linings continues, and while these containers were originally distributed through gift and specialty shops, their sale has been extended to other channels. One of the recent outlets for these boxes is the "five and ten" store which offers them in a pleasing variety of paper covers and designs.

The accompanying illustration shows boxes that have been made for this particular trade. These are of coated board, well constructed, and each contains three separate compartments. Bottoms and sides are decorated paper covered and the compartments made of chipboard, are lined and covered with varnished paper in one color to match the covering.



Courtesy, F. N. Burt Company, Ltd.

Stocking boxes for chain store sales

Packages Increase Export Duty on Toilet Articles

ACCORDING to a report recently submitted to the Department of Commerce by Consul General William H. Gale, at Budapest, the fact that certain American toilet articles are being offered on sale there in original packages is causing higher duties to be fixed on them. This is said by officials here to be a matter that should immediately be brought to the attention of manufacturers and shippers of these articles if they wish to continue their present large sales in the territory mentioned.

The gist of this report follows:

It will be found that the question of savings on duties paid is of considerable importance in meeting the competition of other foreign exporters of cosmetics to Hungary. Dealers state that the French exporters have devoted particular attention to this point and that the sale of competing American products has been hampered up to the present by the fact that they ordinarily enter Hungary in the original package and are on this account subject to higher duties. In order to obtain the lowest possible duty rate, the wrappings and component parts of compacts should be entered separately and a representative in Hungary repack them in the form in which they are to be sold.

"The duty on compacts complete with puffs would be 2000 gold crowns ($405.20) per 220 pounds. The total duty payable on the component parts shipped separately is only 375 gold crowns ($76) per 220 pounds. The duty on puffs is 2000 gold crowns ($405.20) per 220 pounds; on paper wrappings 75 gold crowns ($15.19); on gilded or silvered metal boxes with or without mirror 1000 gold crowns ($202.60), on mirrors alone 60 gold crowns ($12.15) and on metal boxes not gilded or silvered 320 gold crowns ($64.83) per 220 pounds. It would apparently be advisable to ship powder, puffs, and boxes separately. It would also be advantageous to ship the mirror separate from the box only in the case of boxes not gilded or silvered, as for example, nickel boxes. Besides the foregoing charges a luxury tax of 13 per cent and a turnover tax of 2 per cent must be paid on the total of the invoice plus the duty charges.

"The importation of cosmetics into Hungary increased 38 per cent during 1927 over the previous year. There appears to be a growing demand for American cosmetics in this country, but American cosmetics have heretofore been handicapped by the duty assessed upon them in their original form."

Automatic Methods Used to Pack Spanish Olive Oil

DURING the past few years the shipping of oil has been carefully studied by experts in the various modern refineries in Seville, Spain, with the result that many clever canning and packing methods have been evolved, according to a report recently received by the Department of Commerce.

"The oil is pumped from the vats, in which it is stored after being filtered or refined, directly into the containers, which are carried on an endless belt conveyor where they are automatically weighed, sealed, and finally boxed for export."

"A considerable portion of the olive oil for export is placed in 6-gallon lithographed cans and packed in cases holding two cans each. It is also exported in cases containing 12 one-gallon cans, 24 half-gallon cans, 48 quarter-gallon cans, and 96 eighth-gallon cans. Oil destined for South American markets, for which there is an increasingly large demand, is packed similarly but under metric measures. The containers are branded with various trade marks, foreign buyers frequently stipulating their own particular brand, which is lithographed locally.

"The tin is considered to be the least prejudicial to the quality of the oil, though high-grade oil is sometimes exported in barrels of new chestnut or oak of about 160 to 180 kilos capacity. Oil is exported in iron drums holding approximately 100 kilos. This method of shipping is stated to be increasingly popular."



Silver Stitch

the galvanized stapling wire

was made to meet today's exacting conditions. Because of its accuracy in width, gauge, and thickness, it feeds smoothly in stitching machines. Wound in 5 and 10 pound one-piece coils so that fewer stops are necessary. Galvanized because this finish resists rust better.

May we send a free sample coil for you to try?

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago

Brooklyn Boston Atlanta San Francisco Montreal

GLUES DRY OR LIQUID

DRY OR LIQUID **PASTES**

LABELING
SEALING
WRAPPING

WESTERN PASTE & GUM CO.

Manufacturers of

DEXTRINES and ADHESIVES

CHICAGO
2710 South Throop St.

JERSEY CITY
402 Claremont Ave.



Will *Your* Package Stand the Gaff?

An expensive, delicate inside wrapper mangled like the wing of a storm-torn moth. A shipment of canned goods with a corner smashed in. Costly experience.

Fine coverings and beautiful labels must be protected by strong outside containers.

There is one way to be sure that you are getting this protection. The new Jumbo Motor-Driven Mullen Tester shows you the exact bursting strength in pounds per square inch of any paper, cardboard or corrugated board. The motor drive means smoother operation . . . perfect uniformity. In a simple, duplicable test that anyone can make in a few seconds you can determine the quality of a new recommended line, or check up any questionable shipment of the materials you are now using.

The Mullen Test is standard with many manufacturers, and is a specification requirement on government orders.

The motor-driven machine is as simple in construction as in operation, designed for hard service. It occupies only part of a table top. And it is inexpensive.

Fill in and mail the coupon today. We will tell you all about the Jumbo Motor-Driven Mullen Tester.

MULLEN TESTER

B. F. Perkins & Son, Inc.,
Holyoke, Mass, U. S. A.

B. F. Perkins & Son, Inc.,
Holyoke, Mass.

Please tell us more about the Jumbo Motor-Driven Mullen Tester. We are interested in knowing how it works, what it costs, and how it will save money for us. There's no obligation, of course. Also tell us something about trading in our ..... model Mullen Tester.

Name .....

Company ..... Position .....

City ..... State .....

MP 11-28

-THE PACKAGING CATALOG-

A Reference Book for Manufacturers —of Packaged Products—

Manufacturers of packaged products will welcome the announcement of the Packaging Catalog, for it means that there is now at their disposal in condensed form, a reference book, which will enable them to purchase intelligently, materials, equipment and supplies used in their production.

The Packaging Catalog will contain, in addition to the catalog data of leading manufacturers catering to the packaging industries, valuable reference data.

There will be a complete directory section, or buyer's guide, giving the name, under suitable headings, of all manufacturers who have anything to sell to the field. There will be valuable data on filling, weighing, wrapping, cartoning, sealing, shipping; data on all types of packages, package decoration, and merchandising and window display. In fact, complete and usable data on every phase of packaging.

The Packaging Catalog will be bound in attractive and serviceable leather, gold stamped—a book that will enhance the appearance of any bookshelf, or desk.

HERE IS OUR OFFER—The Packaging Catalog will be sent gratis to one executive in each firm that produces packaged products. There are no strings attached to this offer. Simply mail the coupon shown below. As the edition is limited, first come will be first served.

ACT NOW!

—Only 8500 copies available—Mail Coupon Today—

BRESKIN & CHARLTON PUBLISHING CORP.

11 PARK PLACE NEW YORK, N. Y.

BRESKIN & CHARLTON PUBLISHING CORPORATION
11 Park Place, New York, N. Y.

Please send me your Packaging Catalog as soon as it is ready for distribution. It is understood that there is no cost to me for this, and I am obligated to you in no way whatsoever.

Name of Company.....

City..... *State*.....

Individual.....

Products Produced.....

(Only one copy available to each concern. Extra copies, $5.00 each.)



Work! Time! Space!

PRODUCTS like salves, cold creams, etc., that are filled hot and must be allowed to cool before capping—does that necessitate in your plant a lot of costly work handling the jars—a waste of time—the use of much valuable factory space?

Use the Kiefer To-Fro Conveyor for cooling and avoid these expensive handicaps to low cost production.

It consists of a series of belts all in one frame.

In a compact space, without interruption to production, without being touched, the jars are carried back and forth from one belt to another, sufficient belt travel being provided so that when the jars reach the end, the product has congealed and is ready for capping. It will receive the jars automatically from the filling machines and discharge automatically to capper. No operator necessary.

A splendid piece of machinery operated by a single drive and fractional horse power motor.

What are your problems? Let us quote.

The Karl Kiefer Machine Co., Cincinnati, Ohio

COMTEX FOR SHIPPING CASES

In January of 1921, a $30,000,000 corporation tested COMTEX for one month, in an effort to find the most economical and efficient sealer on the market.

Now, 8 years later, COMTEX is still insuring the safe delivery of the fibreboard containers of this corporation. Over this period of 8 years, COMTEX has proved that the most drastic transportation conditions or roughest handling cannot break the bond of COMTEX. They proved to themselves, that every seal made with COMTEX is a positive seal; it stays sealed until purposely and forcibly opened. Last, but not least, they found they were using COMTEX as a sealer at a saving of from 30% to 50%.

This, of course, is just one of over 700 customers.

WARNING

COMTEX, because of its wide distribution and use by the principal shippers in the United States, is a target for spurious imitations, which are offered to the trade as being "just as good."

THIS WARNING IS FOR YOUR PROTECTION. COMTEX has no equal in any way. It affords you a protection unobtainable at its cost.



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2234-40 Eugenia St. Since 1905 St. Louis, Mo.

TIN FOIL

FOR BEAUTY and UTILITY



Cheese
Butter
Ice Cream
Tea
Chewing Gum
Candy
Cigars
Cigarettes
Beverages
Friction Tape

Midland Metal Co.
1249–1289 SO. CAMPBELL AVE.
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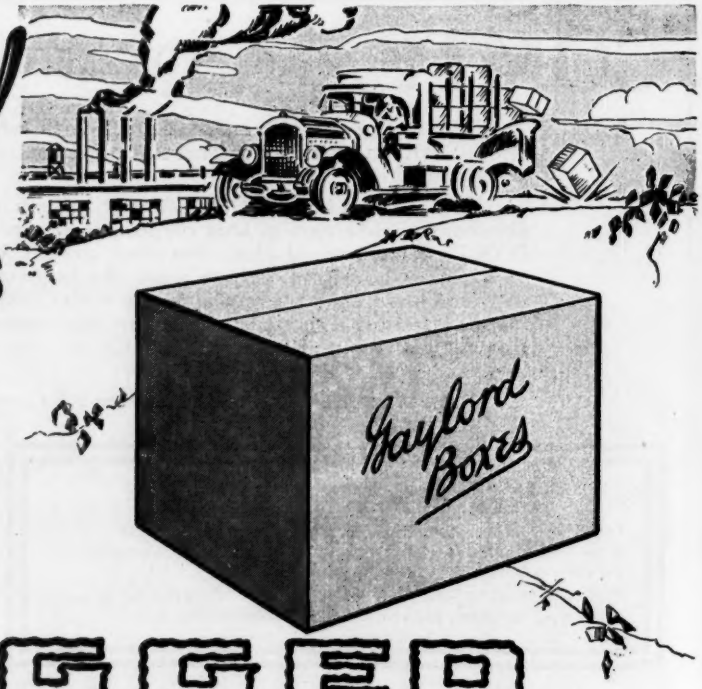
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Popular folding box for cakes, doughnuts and many other products, which requires *no locking nor preliminary setting up.* Design recently improved. Full patent protections. We offer lease contract on reasonable royalty. Small investment required for automatic glue-folding machine. Choice territory available. Samples and details to responsible inquirers.

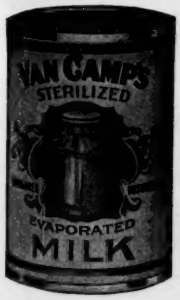
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Modern Packaging
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New York, N. Y.

Demand! Containers that are STRONG and RUGGED



ROBERT GAYLORD, INC.
GENERAL OFFICES SAINT LOUIS



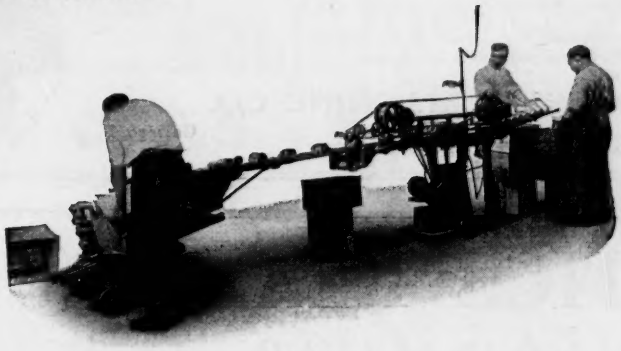
...where production is heaviest you will find

BURT LABELERS & CASERS

holding down costs and speeding up production.



BURT LABELERS



BURT CASERS



Consult Burt on your round can problems—you will be surprised at the cooperation you will receive.



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Main Office and Plant, BALTIMORE, MD.



The Bunn Package Tying Machine

Used in every line of industry.

Our double wrap machine insures tightness.

Our Turntable machine automatically ties boxes both ways in one operation.

Ranges in size from very small packages, up to large bundles of set-up boxes.

Ten-day free trial in your plant

Manufactured, Sold and Guaranteed by the Inventors

B. H. Bunn Co.

7329-31 Vincennes Ave. CHICAGO

The AUDITORIUM HOTEL



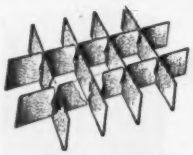
The Newest in Cleveland, Ohio

You will enjoy your stay at the Auditorium Hotel.

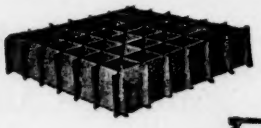
300 Comfortable Rooms
$2.50, $3.00 and $4.00

In the heart of Cleveland's theater and business districts and overlooking Lake Erie.

W. H. BYRON, Manager
East 6th and St. Clair Ave.



How Much Do Your Partitions Cost ?



Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.

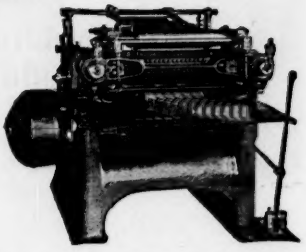
All sizes of partitions completely locked—will not fall apart.

One man operation.

Speedy, efficient and economical.

You *can* reduce the cost of your partitions by its use.

Full particulars on request.



SELF-LOCKING MACHINE CO.

569-589 E. Illinois St. Chicago, Ill.

Cable Address: SELF-LOCK, CHICAGO

PRACTICE REAL ECONOMY

by purchasing SAXMAYER BUNDLE TYERS

Accurate, tying neat firm knots, yet remarkably speedy.

Time and twine savers.

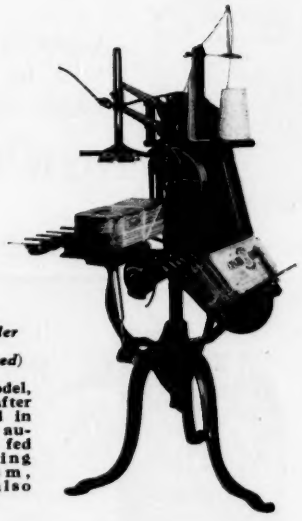
Automatic, and can be operated successfully by anyone.

Guaranteed for one year against defective material and workmanship.

TEN DAYS FREE TRIAL ANYWHERE IN THE U. S. A.

Let us send you a machine for 10 days' free trial, so that you can judge just how suited it is to your work.

Write for full information and names of other companies in your industry that are now successfully using these excellent machines.

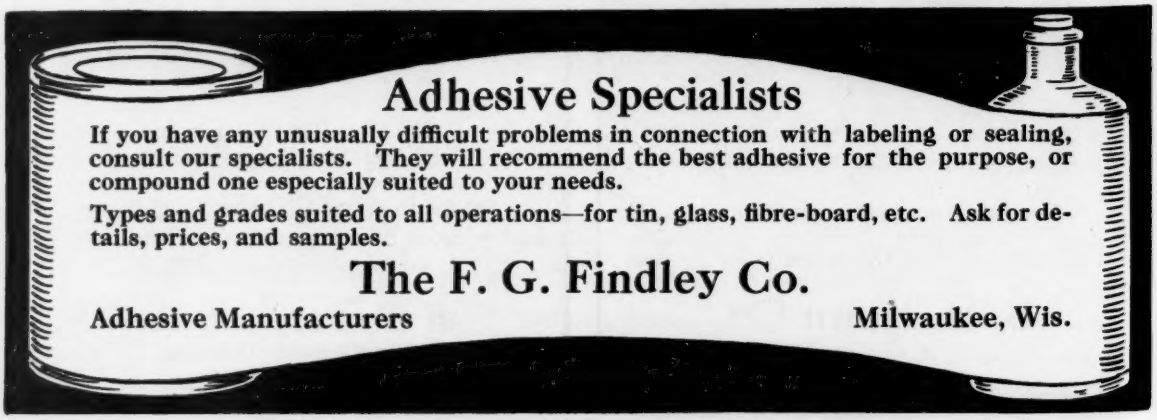


No. 9F Feeder Type (as illustrated)

With this model, the package after being placed in the feeder is automatically fed to the tying mechanism, which is also automatic.

The NATIONAL BUNDLE TYER COMPANY

BLISSFIELD MICHIGAN



Adhesive Specialists

If you have any unusually difficult problems in connection with labeling or sealing, consult our specialists. They will recommend the best adhesive for the purpose, or compound one especially suited to your needs.

Types and grades suited to all operations—for tin, glass, fibre-board, etc. Ask for details, prices, and samples.

The F. G. Findley Co.

Adhesive Manufacturers **Milwaukee, Wis.**



FIBRE CANS
of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.
121 CHAMBERS ST. ST. LOUIS, MO.

HOTEL
SHERIDAN PLAZA
SHERIDAN RD. AT WILSON AVE.
IN THE HEART OF UPTOWN
CHICAGO

Beautiful theatres, churches, banks at the door. 20 minutes to the Loop by "L" Train. Surface cars and busses every minute. Golf and tennis in nearby Lincoln Park. 500 attractive rooms, 500 baths, 500 car garage.

Rates from $2.50 a day.

Special concessions to weekly and monthly guests.

¶One scale in the world...and one scale *only* gives complete protection against OVER WEIGHT

¶"EXACT WEIGHT" SCALES are the *only* commercial scales that give one hundred 1-lb. packages from 100 lbs. bulk weight in fast weighing!.....

May we send one of our field engineers to prove (by actual check weights against your present weighing equipment) that "EXACT WEIGHT" SCALES will save expensive product and operators' time while speeding up production in your plant?

Address

The EXACT WEIGHT SCALE Co.
1311 W. Spring St., Columbus, Ohio

POTDEVIN LABEL PASTER

Speeds Up Labeling

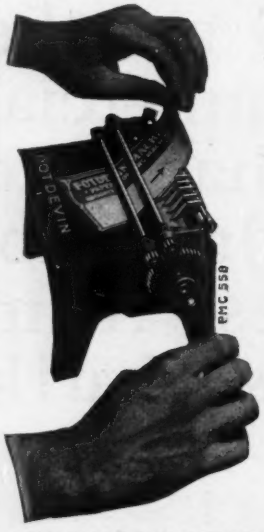


FOR PACKING, SHIPPING OR MAILING

Cartons, bottles, boxes, fibre cans, mailing tubes, envelopes, etc., are labeled rapidly and safely.

Practical when packing groceries, paint, chemicals, textiles, cosmetics, extracts and other products in neatly labeled containers.

Entire unprinted side of label is coated as smoothly as gum on postage stamps.



No paste spreads at edges of labels. No lumps, blisters or wrinkles.

Paste coating accurately controlled.

30% increase in labeling output as workers devote all time to attach labels.

Rugged construction.

Easy to use.

15 years on the market.

MAIL COUPON for FREE TRIAL without obligation

Potdevin Machine Co., 1228-38th St., Brooklyn, N. Y.

Please send a pasting machine for 10 days free trial. We will pay for it 2%—10: net 30, otherwise return it express prepaid. Also send free sample of paste.

☐ **6″ wide Paster, hand driven.....$25.00**
☐ **6″ wide Paster, with motor complete.....$50.00**
☐ **12″ wide Paster, with motor complete.....$100.00**

IMPORTANT: State current & volts for motor
☐ **A.C.** ☐ **D.C.** ☐ **110 V.** ☐ **220 V.**

Name.....

Address.....

City..... **State**.....

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Sunshine Biscuits
and
Consolidated Paper Co.
Folding Paper Boxes



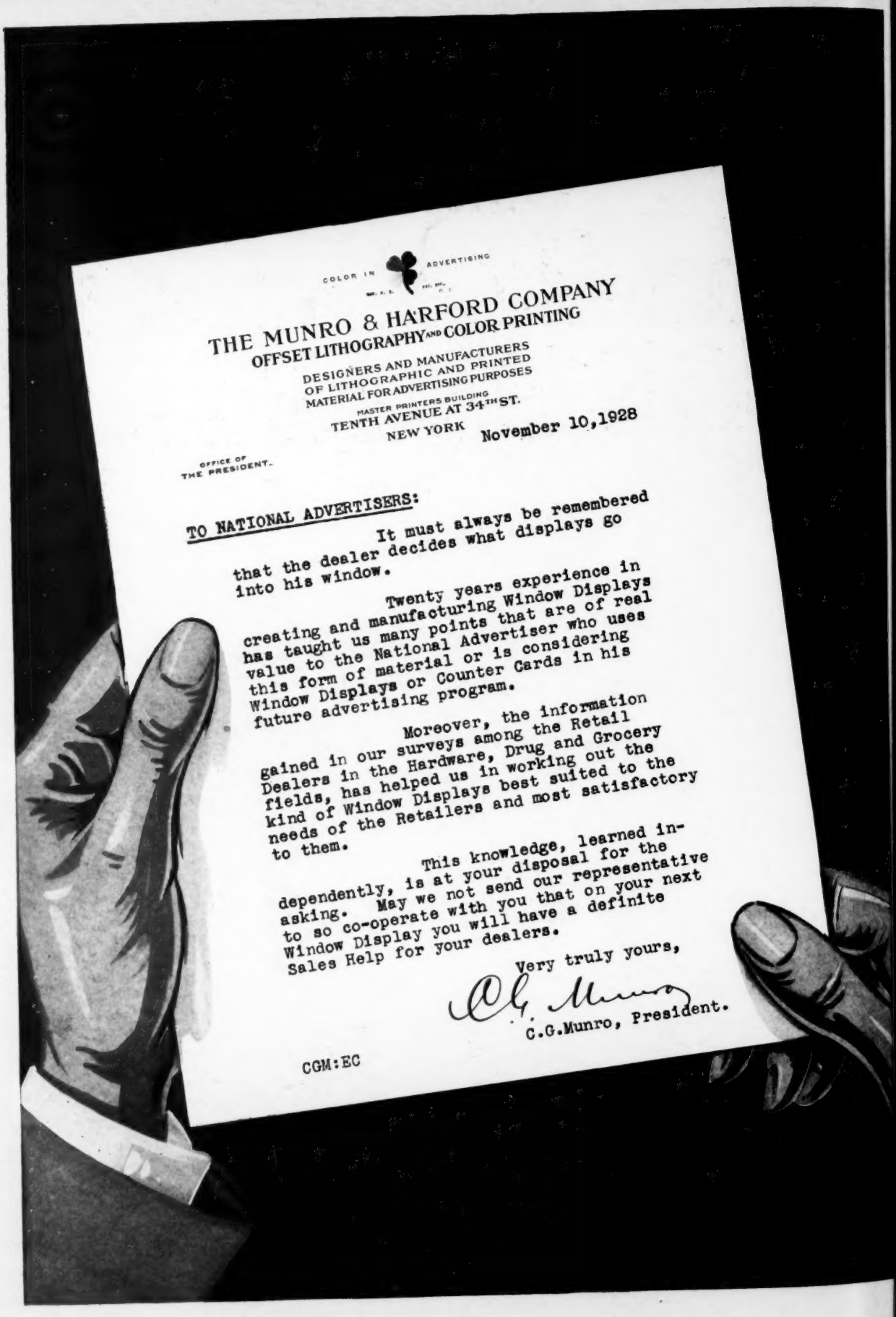
Packaging the many kinds of SUNSHINE Biscuits and Crackers at the huge plants of the Loose-Wiles Biscuit Company is no small problem.

Millions of Caddies and Shells are required for this tremendous job, and they must come through on an uninterrupted schedule.

The fact that the Consolidated Paper Company has been selected as a steady source of supply for this material is a fine tribute to the quality of Consolidated's service and products.

CONSOLIDATED PAPER COMPANY
Paper Mills—Box Factories—General Offices
MONROE, MICHIGAN

Branch Plants: Glenfield, Pa.—River Rouge, Mich.—Aurora, Ill.



COLOR IN ADVERTISING

THE MUNRO & HARFORD COMPANY
OFFSET LITHOGRAPHY AND COLOR PRINTING

DESIGNERS AND MANUFACTURERS
OF LITHOGRAPHIC AND PRINTED
MATERIAL FOR ADVERTISING PURPOSES

MASTER PRINTERS BUILDING
TENTH AVENUE AT 34TH ST.
NEW YORK

November 10,1928

OFFICE OF
THE PRESIDENT.

TO NATIONAL ADVERTISERS:

It must always be remembered that the dealer decides what displays go into his window.

Twenty years experience in creating and manufacturing Window Displays has taught us many points that are of real value to the National Advertiser who uses this form of material or is considering Window Displays or Counter Cards in his future advertising program.

Moreover, the information gained in our surveys among the Retail Dealers in the Hardware, Drug and Grocery fields, has helped us in working out the kind of Window Displays best suited to the needs of the Retailers and most satisfactory to them.

This knowledge, learned independently, is at your disposal for the asking. May we not send our representative to so co-operate with you that on your next Window Display you will have a definite Sales Help for your dealers.

Very truly yours,

C.G. Munro

C.G.Munro, President.

CGM:EC